



PLACEMAKING IN EUGENE: FINDINGS

A SUMMARY OF OBSERVATIONS AND COMMUNITY ENGAGEMENT



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COMMUNITY ENGAGEMENT

THE CITY OF EUGENE, OREGON

Prepared by
PROJECT FOR PUBLIC SPACES, INC.

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Kesey Square in Eugene, Oregon

INTRODUCTION

During the summer of 2016, Project for Public Spaces, Inc. was engaged by the City of Eugene to conduct a study of the downtown's public spaces and prepare a Placemaking Plan with short- and long-term recommendations for programming, design concepts, and management strategies that will result in vibrant plazas and parks where everyone will feel safe and welcome. The public spaces are critical catalysts in the revival of downtown and supporting redevelopment efforts. They will play an important role in attracting residents and visitors back downtown who now are reluctant to go there. The public spaces that PPS has evaluated include:

- The Park Blocks
- The Farmers Market site on the “butterfly block” (a two-story parking deck to the north of the Park Blocks)
- Kesey Square (aka Broadway Plaza)
- The Hult Center Plaza for the Performing Arts
- The Eugene Public Library sidewalk and all four corners of the 10th Avenue and Olive Street intersection
- The future Riverfront Park

The downtown has a wide array of businesses, including work places, food, beverage, entertainment, and retail. Policy documents, such as the Downtown Plan and various needs asse-

ssessments and vision plans*, indicate a desire for a more robust, inviting city center, including the need to:

- Strengthen downtown Eugene as the heart of Lane County by reinforcing its role as a regional hub for diverse economic growth
- Provide safe connectivity
- Become the center for civic, cultural, and community life
- Develop visible, accessible, and memorable streets and places
- Enhance maintenance, wayfinding, lighting, programming, and visibility in public spaces
- Provide more amenities, access to water recreation, and community events
- Serve the whole community and grow responsibly
- Integrate with other systems and leverage resources through partnerships

*Cited Studies: Eugene Downtown Plan 2004, Downtown Merchants Map 2014, Riverfront Plan 2010, Parks & Recreation Needs Assessment 2016, Encouraging Spaces for Latino Community Participation: Creating Welcoming and Inclusive Parks and Community Centers in Eugene, Oregon, UO Real World Eugene and Police Department Park Blocks Assessment 2016

PROJECT GOALS

The city staff identified several goals as being key to the success of public spaces and the economic development of downtown Eugene:

- ***Create vibrant, engaging public spaces in the downtown that appeal to everyone: residents and families, downtown employees, students, and visitors.*** Develop a diverse mix of uses and activities that enable more groups to enjoy and energize the downtown.
- ***Give downtown Eugene a sense of place and a unique identity*** through its great streets and public spaces.
- ***Attract new businesses, catalyze new development, and create a mix of uses (using tools to attract targeted uses)*** in the downtown by creating exciting destinations. The mix should add up to vibrancy.
- ***Embrace downtown Eugene as the city's center for culture and commerce.*** Eugene has one downtown, one urban core, that is the historic heart of the city. This is THE spot that has to work for the entire city to be successful. It's the cultural, economic, and civic core, and its historic significance should be embraced.
- ***Connect the key public spaces and destinations***—including those that lie outside the downtown — with ***walkable, bikeable “streets as places.”***
- ***Create safety and security for everyone.*** Everyone who visits should feel safe. Do not exclude anybody. We cannot displace people for the sake of beautification.
- ***Create a city-wide, on-going Placemaking campaign for the downtown.*** Ensure that this campaign is proactive and engages a wide cross-section of the population.

PURPOSE OF THIS REPORT

This report summarizes Phases 1 and 2 of the PPS project: Project Initiation and Community Engagement. As PPS says, “The Community is the Expert,” and a Placemaking Plan is rooted in the experience and vision of the community. PPS reached out to Eugene residents in a variety of ways: through interviews and focus groups, pop-up Placemaking Stations, Placemaking Workshops, and a city-wide survey of residents. We also conducted systematic observations, with the help of volunteers, of how the downtown public spaces are used and who uses them. Putting on our own lenses as designers and placemakers, we also evaluated the current design of the spaces and how well they are functioning.

We have gathered the overall findings into the first sections of this report. Our evaluation of each public space follows, along with the results of the activity mapping. The data that informs and supports the summaries are included in the report’s appendix.

“The Community Is The Expert”
- PPS

COMMUNITY **ENGAGEMENT**

OVERVIEW OF THE COMMUNITY ENGAGEMENT PROCESS

From August 10-13, 2016, the City of Eugene hosted Project for Public Spaces's initial visit to the project area to perform Phase 1 of the Downtown Placemaking Planning Study. A series of meetings were held with city departments and local stakeholders to understand the concerns, opportunities, and goals for the project. As some PPS staff members conducted interviews, others gathered information from the public asking questions of local residents and visitors at three downtown locations. PPS also conducted observations and behavioral mapping to collect information on how people use the spaces.

PPS made a second site visit to Eugene from October 12-15, 2016 to perform Phase 2 of the Downtown Placemaking Study: Community Engagement. In addition to meetings with the city staff, the City's Executive Committee and the project Advisory Committee, PPS conducted two Placemaking Workshops, gave a public presentation on Placemaking (Fred Kent), continued observations and activity mapping, and engaged with the public at several pop-up stations in and outside the downtown. Additional interviews were also conducted with technology and tourism stakeholders.

Below is a description of each of the community engagement components:

1. CITY STAFF MEETINGS

PPS facilitated two staff meetings made up of representatives of the following city departments:

- Planning and Development
- Central Services
- Library, Recreation and Cultural Services
- Public Works
- Eugene Police Department

This group defined the goals of the project listed in the introduction and will continue to guide the process.

2. PLACEMAKING ADVISORY COMMITTEE

PPS held two meetings with the Advisory Committee, a group that consists of 16 individuals from local businesses, organizations, educational institutions, and government agencies. The group identified ten destinations in downtown and proposed how they could be activated with ten things to do that could have an immediate and widespread impact on the downtown: an exercise that PPS calls the "Power of 10." The Advisory Committee will continue to stay involved during the development of the Vision, Concept Plan, and Implementation Strategy.

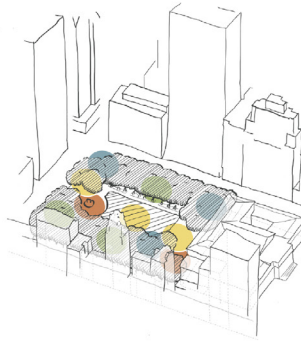
POWER OF 10+

HOW CITIES TRANSFORM THROUGH PLACEMAKING



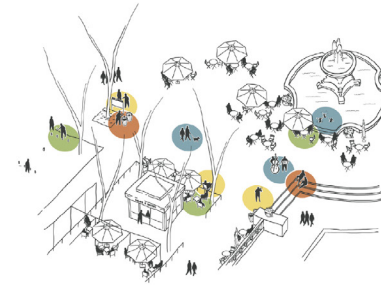
City/Region

10+ MAJOR DESTINATIONS



Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY

CREATING A GREAT DESTINATION

A great destination has at least 10 places within it, each with 10 things to do.

To be successful, cities need destinations. They need destinations that give an identity and image to their communities, and that help attract new residents, businesses, and investment. But they also need strong community destinations for people to go to. A destination might be a downtown square, a main street, a waterfront, a park, or a museum. Cities of all sizes should have at least 10 destinations where people want to be. What makes each destination successful is that it has multiple places within it. For example, a square needs at least 10 places: a café, a children's play area, a place to read the paper or drink a cup of coffee, a place to sit, somewhere to meet friends, or more. Within each of the places, there should be at least 10 things to do. Cumulatively, these activities, places and destinations are what make a great city. PPS calls this big idea the "Power of 10."

It is the role of Placemakers to encourage everyone to think about what's special in their communities. How many quality places are located nearby, and how are they connected? Are there places that should be more meaningful but aren't? Answering these questions can help residents and stakeholders determine—both individually and collectively—where they need to focus their energies.

The Power of 10 offers an easy framework that motivates residents and stakeholders to revitalize urban life, and it shows that by starting efforts at the smallest scale you can accomplish big things. The concept also provides people with something tangible to strive for and helps them visualize what it takes to make their community great.

3. STAKEHOLDER INTERVIEWS

On both trips, PPS conducted a total of 16 interviews with focus groups consisting of key stakeholders from the City of Eugene, local businesses, and non-profit organizations.

During the interviews we asked the following questions:

- What do you like about downtown Eugene?
- What is your favorite destination?
- What are the biggest challenges and opportunities?
- How can your organization be involved in the revitalization of the downtown's public spaces?

PPS continued to conduct phone interviews of stakeholders between the two site visits. A list of interviewees can be found in the Appendix.

4. EXECUTIVE COMMITTEE MEETING

On the second trip, PPS met with the heads of city departments to discuss the progress of the study and immediate steps for improvement. It was agreed that the downtown needs a “new narrative” that restores it as the heart of Eugene, a place that is inviting and safe for everyone, including families and children. Many things need to happen for this new vision to be realized, including: changing the experience, reducing the amount of trash, and providing safe and clean public bathrooms. The group discussed what could happen to change the experience within the next two months (over the holidays) and how staff could be organized to implement the ideas, both short and long-term.

5. OBSERVATIONS/BEHAVIOR MAPPING

PPS staff conducted systematic observations of key public spaces—the Park Blocks, Kesey Square and its intersection, Hult Plaza, and the Public Library and LTD Station public spaces at Olive Street and 10th Avenue—using behavior mapping and time lapse film. Observations were made in the morning, at lunchtime, and in the evening or after work on Thursday, Friday and Saturday, August 11-13 and between October 13th and October 30th.

It is important to note that these observations were carried out at a time when the Eugene Police Department was increasing its presence in the downtown in response to security concerns and had added two additional patrolmen.

6. POP-UP PLACEMAKING STATIONS

During both trips, PPS engaged the public at stations set up under pop-up tents at a variety of locations, both in the downtown and in greater Eugene. Between August 11-13, the stations were at the following locations:

- Thursday night performance at Hult Center for the Performing Arts Plaza from 4:00 to 7:00 pm
- The Eugene Public Library at Olive and 10th Avenues on Friday from 4:00 to 7:00 pm
- The Saturday Market from 10:00 am to 3:00 pm.

People were invited to participate in an informal survey and were asked:

- What are your favorite destinations or places downtown?
- What downtown places have the most potential?
- What would you like to do downtown that you can't do now?

PPS worked with city staff to engage the public at several more destinations between October 13 and November 15. Approximately 250 people participated at the stations at the following locations:

- The Eugene Public Library
- The Bi-Mart in South Eugene
- Lane County Community College downtown following Fred Kent's talk
- Market of Choice, 67 W. 29th Avenue
- A Placemaking Pizza Party for downtown employees at the Hult Center
- The Farmers Market in the downtown
- Pueblo a Pueblo Festival at the Petersen Barn Community Center
- The Goodwill Thrift Store, 1010 Greenacres Road
- Erb Memorial Union, University of Oregon
- Churchill High School, 1850 Bailey Hill Road
- Capella Market, 2489 Willamette Street
- The Grocery Outlet, 2060 River Road

Participants were asked some or all of the following questions:

- What is your favorite downtown destination? What is the destination with the most potential?
- What would you like to do downtown?
- What would you like to do in Kesey Square, the Park Blocks, the Library sidewalk, the Hult Center plaza?

Participants were also given three colored dots and asked to vote for their favorite among the following amenities or activities, which were pictured:

- Restaurant in the Park
- Performances
- Information Kiosk
- Food Kiosk
- Art Exhibits
- Outdoor movies
- Cultural festivals
- Table Games
- Climbing Wall
- Public Art Installations

7. PLACEMAKING WORKSHOPS

PPS conducted two public workshops, the first on Wednesday, October 12, from 5:30 to 8:30 pm and the second on Saturday, October 15, from 10:00 to 1:00 pm. The sessions were attended by approximately 65 people total. After a presentation on place-

making, the participants were divided into groups that evaluated six public spaces: the two Park Blocks, the Farmers Market site and Wayne Morse Free Speech Plaza, the Hult Center plaza, Kesey Square and the street corners at 10th Avenue and Olive Street near the Eugene Public Library. Participants then brainstormed their ideas for each site and reported back to the plenary group.

8. SURVEY ABOUT THE DOWNTOWN

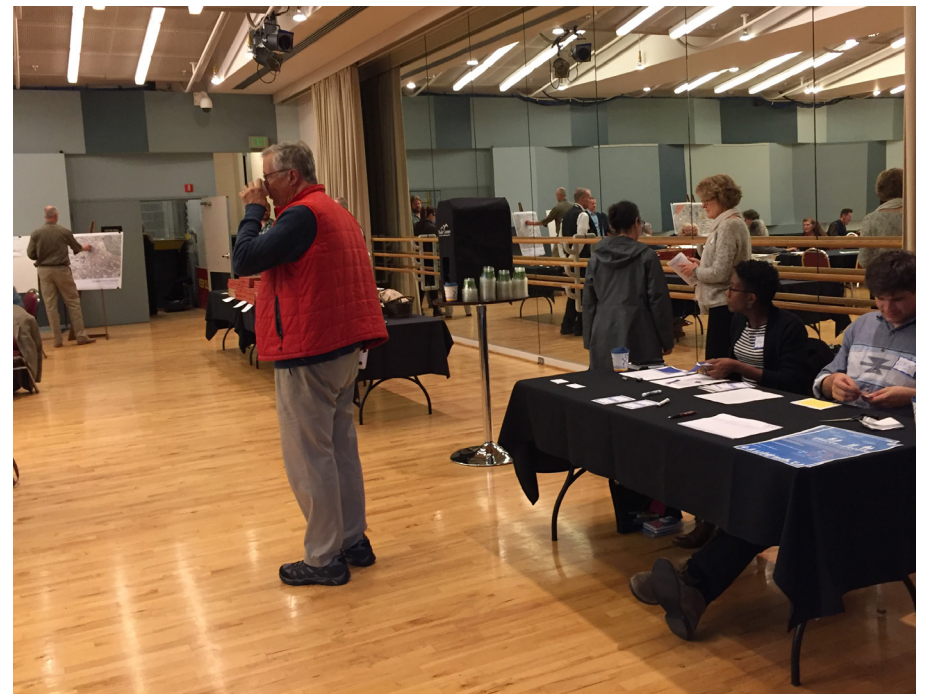
PPS received 1,927 responses to a survey about the downtown that was conducted between October 11 and November 18, 2016. The survey asked about general impressions of the downtown, as well as specifics for the public spaces being studied. A large number of open-ended comments were received. Survey responses are described in the Appendices.

9. RIVERFRONT WORKSHOP

A stakeholder workshop/discussion was held on October 14, 2016 at the Northwest Community Credit Union on 8th Avenue to discuss the proposed riverfront plan for the EWEB property and its public spaces. PPS presented basic waterfront principles and helped to facilitate a discussion. Attendees included city staff, an interested developer, nearby property owners, and University of Oregon staff and faculty.

10. STUDENT SURVEY

The students in an undergraduate planning class (Fall Term 2016) taught by Professor Bethany Steiner at the university conducted a survey of UO students regarding their perceptions and use of the downtown.



ISSUES AND OPPORTUNITIES IDENTIFIED BY THE PUBLIC

Favorite Destinations: Power of Ten

Several hundred workshop and pop-up station participants were asked to identify on a map their favorite downtown destinations and the ones they think have the most potential. Favorites included the Eugene Public Library, the Fifth Street Market, and the Farmers and Saturday Markets. While the Farmers and Saturday Markets are not actual public spaces, many people acknowledged that they only used the Park Blocks or even came downtown in order to go to the markets. At other times, the Park Blocks could qualify as spaces with potential. This map summarizes the “Power of Ten” data:

These findings were mirrored in the survey. The following were listed as the favorite public spaces:

| | |
|-----------------------|-------|
| Eugene Public Library | 12.0% |
| Kesey Square | 11.4% |
| Hult Center | 8.9% |
| Saturday Market | 8.2% |
| Park Blocks | 7.8% |
| None | 5.1% |
| Farmers Market | 4.9% |
| 5th Street Market | 2.0% |

Words that describe the downtown

The survey asked several questions that were intended to gauge overall impressions of the downtown and its public spaces. We asked which three words come to mind to describe the downtown and the same for its public spaces. This was an open-ended question with no prompts or choices.

DOWNTOWN

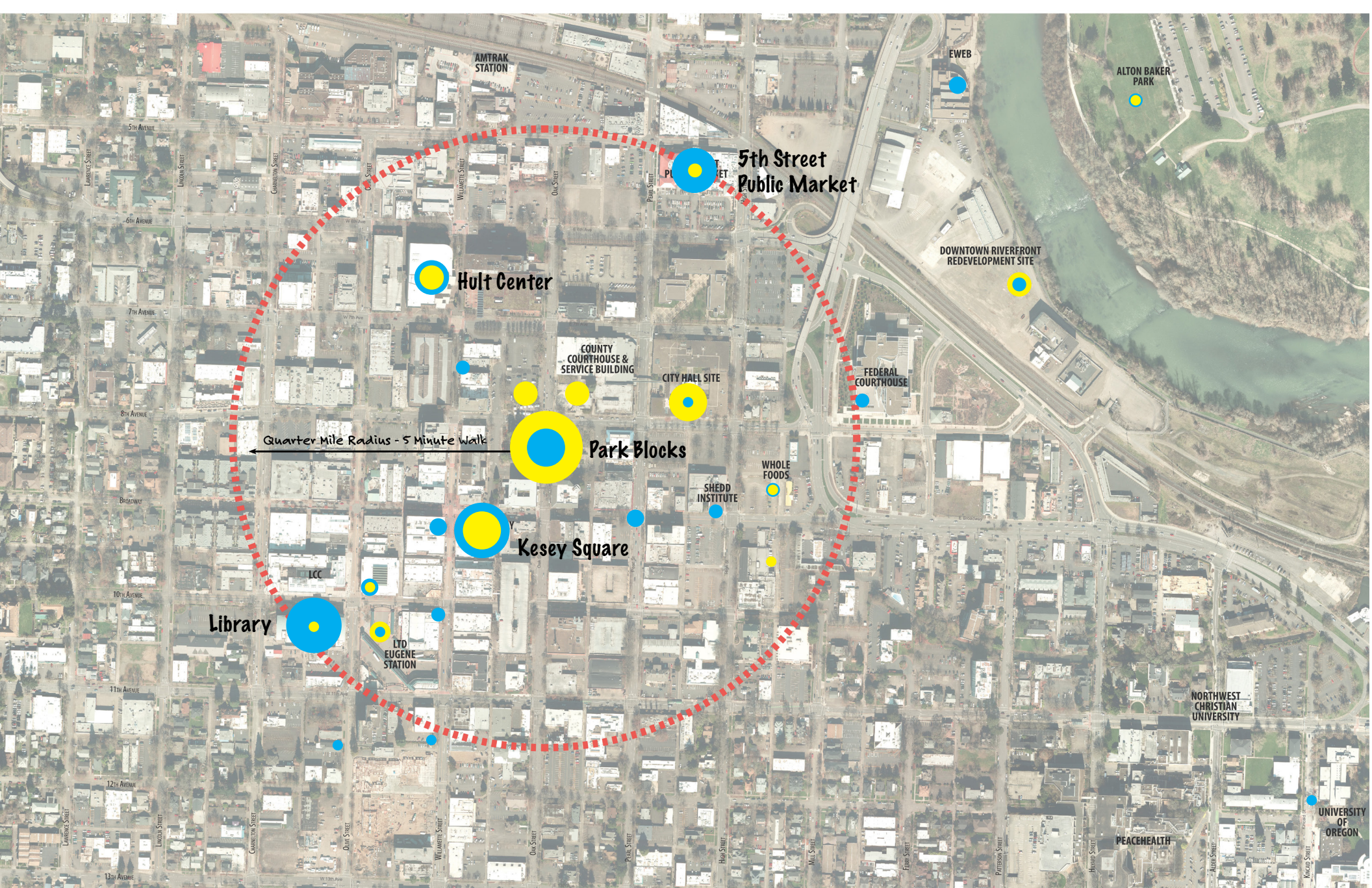
| | |
|-------------|------|
| Dirty | 5.0% |
| Homeless | 4.4% |
| Unsafe | 3.8% |
| Potential | 2.8% |
| Scary | 2.3% |
| Vibrant | 2.0% |
| Busy | 1.9% |
| Fun | 1.6% |
| Interesting | 1.5% |
| Improving | 1.4% |
| Eclectic | 1.4% |

PUBLIC SPACES

| | |
|---------------|-------|
| Dirty | 5.35% |
| Homeless | 5.24% |
| Unsafe | 5.07% |
| Scary | 2.61% |
| Drugs | 2.50% |
| Potential | 2.17% |
| Unwelcoming | 1.89% |
| Dangerous | 1.70% |
| Uninviting | 1.54% |
| Underutilized | 1.02% |

Who is the downtown for?

Nearly 91% of respondents answered that it is either important or very important that downtown Eugene have comfortable, accessible public spaces that are welcoming to all. Around 69% thought downtown public spaces should offer many things to do on a daily basis.



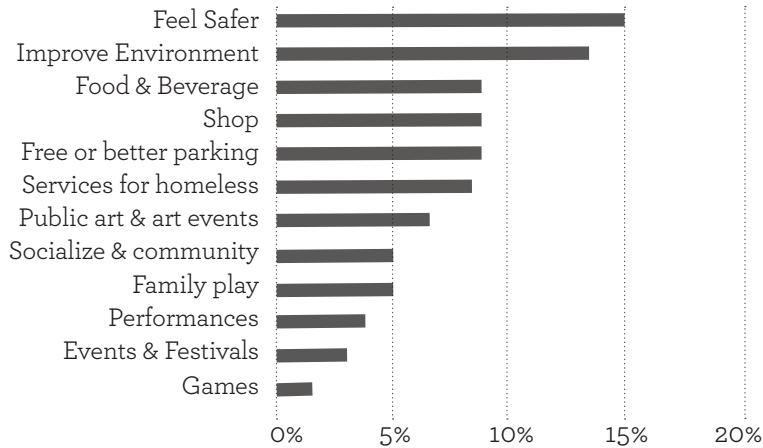
● Favorite destination*

● Place with potential*

* (Dot size proportional to votes received)

DOWNTOWN EUGENE
POWER OF 10+

What do you want to do downtown?

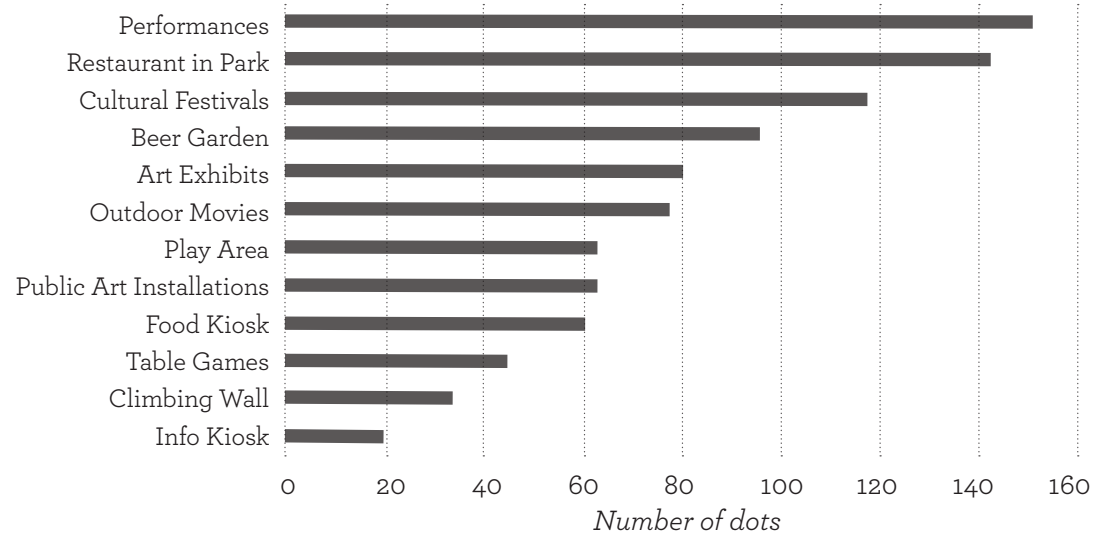


What do you want to do downtown?

At the pop-up stations, over 200 people responded to the open-ended question, “What do you want to do downtown?” The highest number of responses concerned safety and the homeless or traveler situation, with 15% stating “feel safer” and 8% stressing the need to provide housing and social services for the homeless. Around 13% of respondents expressed a need for improving physical infrastructure: landscaping, streetscape, cleanliness, seating, and amenities. The other concerns most frequently mentioned were: more food and beverage opportunities (more restaurants, take-out, food carts and beer gardens), more retail shops, and free parking.

At several pop-up stations, we asked participants to vote on the activities they would most like to see in the public spaces downtown. They were given images of several activities or amenities and were asked to vote on their top three. The following chart summarizes their responses:

Activities and Amenities Voting Results



What are the most popular spaces?

The Library was consistently named as the favorite public space in the downtown, followed by Kesey Square and the Hult Center. The Saturday Market is seen as an important destination, ahead of the Park Blocks themselves. Indeed, many Eugene residents only come downtown for the markets on Saturday and note that Saturday is the only time that the Park Blocks feel safe.

Are there enough public spaces downtown?

Over 24% of survey respondents expressed that there are enough public spaces downtown while 24% claimed the opposite. However, 40% of the respondents felt that there are enough, but they are underutilized. Spaces listed for better utilization included Park Blocks (42% of responses), Kesey Square (35%), and, all downtown public spaces (11%). Many respondents (10%) stated that the parks would be utilized if they were not occupied by homeless and travelers.

DOWNTOWN ISSUES

Several major issues, as well as key opportunities, emerged from the public engagement process and they are described in order of the magnitude of concern:

1. Safety & Security: The “Homeless” Situation

Concern over safety in and around downtown Eugene was, by a wide margin, the issue most frequently mentioned throughout the entire community engagement process. The “homeless” situation is the number one issue on people’s minds when talking about the downtown’s public spaces and streets. 77% of survey respondents said they were either “dissatisfied” or “very dissatisfied” with “Safety from danger and harassment” in the Park Blocks and 80% said the same thing about Kesey Square. Approximately 1,500 respondents (of 1,927) described fear, discomfort and distaste with coming downtown and the reluctance of many to take their families there. Downtown merchants express serious concern about customers who are scared away.

We found in the survey and public workshops that Eugene residents do not typically distinguish among the chronically homeless population, the local youth who hang out in public spaces, and the traveler or transient population, largely under 35 and male, who are not permanent residents. (We learned from the police and social service providers that this is generally the breakdown.) The public tends to generalize and call them them all homeless, vagrants, transients or travelers. The public is reacting often to negative behaviors that could be common to all groups and talk about the way they feel, expressing fear for their safety or discomfort with the general environment. Therefore, when we refer to “homeless” in this report, we are referring to the people loitering in the public spaces who engage in what Eugene residents perceive as negative or threatening behaviors.

Many survey respondents and interviewees say they have been personally threatened or harassed by people in the downtown. Many of the downtown’s transient or homeless population are viewed as being aggressive, possibly due to substance abuse and behavioral health issues. The public also mentioned repeated incidents of vandalism, dog attacks, robbery, and violence. A breakdown of survey comments by behaviors in each public space can be found in the survey findings in the appendix.

Respondents mention the importance of providing housing and social services to the homeless population. While vociferously complaining about the occupation of the downtown by the homeless, many people also believe that the solution is to provide housing, behavioral health treatment, and jobs. We learned from many social service providers as well as elected officials that supportive housing and behavioral health programs are being provided and are expanding for the chronically homeless and local youth. Residents also expressed that there should be more for local teenagers to do to keep them off the streets, such as a youth center or YMCA programs. There is a good deal of compassion among the residents of Eugene for the homeless population, and many feel that the current law enforcement approach can be menacing.

Many believe that the police lack support and legal tools for dealing with the homeless population. The State of Oregon protects freedom of speech to a greater degree than other states. Assault, harassment, and touching are clear criminal violations of the law, but little can be done about lying on the sidewalk, panhandling, and hate speech, as they are protected. Many perceive the City Council as being very tolerant of the negative behaviors and taking too lenient a stance when they should be empowering the EPD with more policies and support. We learned, however, that during the summer (2016) the problem worsened and the criminal justice system was unable to keep

up. The municipal court has been overloaded but introduced a “Community Court” program in August that is having some success in providing services for repeat offenders. In 2010, police presence in the downtown was increased to nine full-time officers. That was further increased in the summer of 2016 with two additional foot patrolmen and police satellite stations in public areas. This police presence helped reduce the loitering and negative behavior somewhat.

Many believe the lack of programmed activities, as well as a lack of rules and expectations, lead to a vacuum in Eugene’s public spaces which fills with negative behavior. Kesey Square, the Park Blocks, Free Speech Plaza, and the planting zones on Broadway feel unoccupied and uncontrolled, becoming gathering places for transient persons. There is no identification of what they are for or what kind of behavior is expected, so they are used for selling drugs and sleeping. It is important to define and post the rules, and make expectations clear.

It was suggested that more people in the downtown—especially families—and a greater diversity of users will diffuse the negative behavior and create a better balance. The Saturday Market and the Farmers Market displace negative social behavior with positive energy. Several people suggested that staffed kiosks in the Park Blocks would help to keep “eyes on the street” between market days. The crowd that actually frequents the restaurants and bars in the downtown are in their 20’s to 40’s and are generally more accepting. Attracting these young people, such as the tech community, into the public spaces, especially at night, would help get more people in general outside and enjoying downtown.

We heard from stakeholders and survey respondents that programming is key to activating downtown public spaces. The City and its partners must produce more events and activ-

ities in the downtown public spaces to make them appeal to a broader population and create more vitality. Local cultural institutions and organizations can assist with programming and can help to bridge different social groups. Programming should focus on family-friendly activities and encourage triangulation with other uses. Public spaces should be flexible for all types of events, large and small.

2. A Food Destination

Food (along with beer and wine) is another core value in Eugene. Food and beverages –especially a café and food kiosk—were consistently mentioned in the surveys and pop-up placemaking stations as uses they would like to see more of downtown, especially in the Park Blocks or in Kesey Square.

When asked to recall an enjoyable time in downtown Eugene, many survey respondents mentioned eating at restaurants, outdoor cafes, and food carts:

“Eating lunch in the sun at a table in Kesey Square at the food carts there with my coworkers. Interesting passers-by, plenty of people eating. Even with some characters who were homeless or loitering, I felt safe because of the other folks eating lunch and the downtown workers strolling past.”

“Dining outside - wonderful places, nice environment, pleasant walkable scale (if you remove the overbearing “travelers” who have privatized the outdoor public spaces).”

“Downtown has finally become a decent destination for a date night or night out with friends. My husband and I have enjoyed walking around, grabbing a bite to eat, and watching a movie. We know a lot of people in the area and it’s always lovely to run into people we know while out and about.”

3. Visual/Performing Arts and Events

People like the arts programming in the downtown and want to build on it. The First Friday Art Walk is a popular program and many expressed for its expansion. Twenty murals are being painted in the downtown in preparation for the Track World Championships as part of the “20x21 Mural Project”. Residents suggested that they be a focus of events and programming. Displaying art at the downtown LCC campus has also been discussed. The library and LCC have maker spaces, combining art, technology, and business.

The Arts and Business Alliance Eugene (ABAE) and the Regional Accelerator (RAIN) are interested in participating in the development of a downtown art presence, too. An effort should be made to bring the fragmented Eugene arts community together in the downtown, with an emphasis on uniting the university and downtown arts districts.

More outdoor music and performances in the downtown. Interviewees said that Eugene has fewer musicians playing on the street than it used to. It was suggested that musicians, poets, and visual and performance artists be recruited to put on events in the stores, cafes, and streets.

Find means of subsidizing or encouraging art galleries and art space. The City should encourage the development of low-cost space for the arts. Mana Contemporary in Jersey City was suggested as a great model for Eugene. Founder Eugene Lemay converted a former tobacco warehouse into a hub of artist and dance studios, exhibition spaces, art storage, fabrication facilities, event space, and more. Some say the marijuana industry is displacing artists from low-cost spaces while other spaces, such as the Hult Center, are too expensive.

Encourage economic development through the arts. As one Saturday Market-goer said, “art creates commerce; commerce does not create art.” In other words, if Eugene’s creative legacy and innovators are embraced, the rest will follow.

1,362 survey respondents rated their favorite events. Clear winners were the Eugene Celebration and First Friday:

| | | |
|-----------------------------|-----|-----|
| Eugene Celebration | 73% | 997 |
| First Friday | 71% | 964 |
| Sunday Streets | 49% | 668 |
| EUGfun Events | 31% | 417 |
| Light Up Downtown | 27% | 368 |
| Fiesta Cultural | 24% | 322 |
| pARTy on the Plaza | 22% | 297 |
| Movies on the Square | 20% | 267 |
| All Hallows Eugene | 16% | 221 |
| Duck Downtown | 12% | 158 |
| subUrban Projections | 8% | 107 |
| NOW Lunch Programs in Kesey | 5% | 66 |

When asked which events they would like to see more of, 14% responded that they would like to see the Eugene Celebration return. Cultural arts programming and performances were a big favorite with 22% saying they would like more music-related events of all types downtown and 16% asking for art-focused events. Family- and kid-friendly activities were also a favorite with 18%.

4. Enhancing Economic Development

Many people said that before the mall closed on Willamette and Broadway in the 70's, Eugene's downtown was a vibrant place. Many interviewees want to recapture this energy with the development of a thriving retail environment fueled by new housing, entrepreneurship, and the arts.

Build a thriving mixed-use environment. Many stakeholders in our focus groups said that the downtown is at a "turning point." Some downtown merchants said that "people have discovered downtown Eugene." Investment in market-rate housing is thought to be important to support retail of all types, but, until now, the housing demand was not strong enough to convince developers to take the leap. If the downtown becomes a stronger destination, this could build more demand for apartments and condos, and residents will be invested in the neighborhood. We were told that many existing buildings could add stories while still remaining within the FAR limit. The Downtown Neighborhood Association expects new buildings will cater to young, single professionals. The current downtown population consists largely of college students, due to the new student housing, and seniors at the Eugene Hotel. The downtown does not currently have many families with children living there.

Promote Eugene as a place for innovation and entrepreneurship. In our conversations with tech companies, we heard that Eugene provides a good stepping stone for many entrepreneurs and start-ups, and small tech firms are taking root in the downtown: there are about 400 boutique tech firms in Eugene.

They can start with low-cost, small office space and move into something larger. LCC has a small business advising center for start-ups and RAIN (Regional Accelerator) is assisting entrepreneurs. However, many companies find it hard to keep young talent from going to Portland and Seattle, and the downtown is seen not as an asset, but as a liability in trying to attract established technology companies to Eugene.

Embrace the independent and unique qualities of downtown Eugene, while diversifying the offerings. Other than Starbucks and Whole Foods, there are few chain stores in the downtown, which gives it a unique local flavor. However, many people said they needed more reasons to shop downtown and more commercial activity besides bars and restaurants: e.g. local pharmacy, hardware, more clothing retailers and upscale fashion; and other specialty services for downtown residents. There is also a perception that downtown is all about alcohol, which should be dispelled.

Improve the communication and commitments among all stakeholders. The number of people becoming engaged with the current revitalization of downtown is growing, and many said that there should be greater coordination among them. Some currently sense a lack of communication among the City, Downtown Eugene Inc., and other downtown stakeholders. Others say arts community members do not know each other well.

5. Connectivity

Many said that forging connections between the various parts of Eugene and the downtown appears crucial to developing a critical mass of people in the city's core.

Improve connections between downtown destinations.

Downtown public spaces feel disconnected, according to many people interviewed. Better wayfinding could help connect the fragmented parts of downtown and develop the sense of a downtown core. Other local touches like trails of duck prints or public art could help bridge the gaps in downtown users' mental maps. Barren alleys could function both as connectors and gathering or art spaces.

Emphasize Willamette to Willamette. Many downtown stakeholders believe that 8th Avenue should be a pedestrian-friendly boulevard connecting the downtown to the riverfront. Transforming it from a one-way to a two-way street, introducing better sidewalks, and traffic calming will help to make the connection. The highway viaduct is a mental barrier between the downtown and the riverfront for many. Capitalize on new development on East 8th Avenue—student housing, the Barn Light East, Sam Bond's Brewing Co. and the Northwest Community Credit Union—to help bridge the gap.

Enhance connections to Eugene's other natural assets from the downtown. Improve connections to Skinner Butte, the river trails and parks, and other parks that lie outside the downtown.

Emphasize the proximity of the university to downtown.

The University of Oregon's campus is only one mile from downtown, yet students perceive downtown as much further away. The Barn Light has gone as far as highlighting bike routes between the two to combat the dissonance. We heard that the bus schedule is more limited on weekend nights, and without Uber or Lyft, people think late night outings are harder.

Enhance access from North and West Eugene to the downtown. River Road is the one street that runs downtown from northern Eugene. Bus trips from these neighborhoods take a long time. It's hard to get people from the outer neighborhoods to downtown.

Enhance accessibility for families and the mobility-challenged. In conversations with disability advocates, we heard that Eugene has a large senior and disabled population. Around 13% of people in Eugene identify as having a disability. There is not enough disabled parking around major destinations. Oddly configured sidewalks limit accessibility for wheelchairs, baby strollers, elders, and people with disabilities. Many downtown curb cuts are angled at 45 degrees into the intersection, sending disabled users between crosswalks and into traffic.

Calm traffic where possible to foster a downtown pedestrian realm. Downtown plans recommend transforming one-way streets into two-way: e.g. 7th Avenue, 8th Avenue, Oak and others. Some streets are effectively calmed because they are disrupted (e.g. Willamette) or are slowed by activities (e.g. 8th Avenue on market day).

6. Streets as Places

Eugene's streets play host to the city's many independently-owned shops, its biggest events, and its sense of civic identity. Many people want to enhance street life with proper amenities that support the development of the retail environment, such as more sidewalk seating, public restrooms, and wayfinding that connects to major points of interest in and around the downtown.

Improve the street level and activate the sidewalks. Streetscape improvements, such as the trees and green medians on Broadway and DEI's lighting, have been successful at making some areas very inviting, according to many. More outdoor dining, with cafe seating spilling out onto the sidewalks or extended shop fronts, would help discourage panhandling and make the sidewalks safer. Retailers could activate the street level and support events with small-scale, drop-in activities.

There is a tradition of large events in the streets which helped to enliven the downtown and build a sense of community. Street closures were a popular part of many of these events. The "Eugene Celebration," which was often praised by survey respondents, closed the street for a three-day block party and Kesey Square was often used as a staging ground. The Whiteaker Block Party is comparable. Other popular downtown street events, past and present, that respondents said should be brought back or enhanced, include: Sunday Streets, Dodgeball in the Streets, Picc-A-Dilly Flea Market, First Friday Art Walks and Parades. Multi-generational events like car shows or movies in the streets have been suggested.

Gaps in active ground floor uses kill foot traffic. The City could zone for no offices on the ground floor, but retail rents and the general shortage of retail in Eugene (and elsewhere) may not support this. Eugene tried restricting ground floor office use in the past with limited success. The ground floors of parking structures could be utilized. The Atrium Building is problematic: a restaurant and theatre were once in the building, but now it shows no sign of life on the street level and no indication of what's inside. The Barn Light and Sizzle Pie are active day and night.

Develop permanent public restrooms that are operated and managed. Many stakeholders brought up that the current restroom situation attracts negative behavior. The Port-a-Potties are not successful at eliminating public urination, and they seem to be providing shelter for drug activities and prostitution. Staffed restrooms are successful solutions in many other cities.

PUBLIC SPACE FINDINGS

Workshop, pop-up station, and survey participants had many ideas for improving the public spaces in the downtown, but safety was the primary concern. Indeed, comments about the homeless issue tended to drown out constructive ideas for many of the public spaces.

PARK BLOCKS

Community members were most critical of the Park Blocks, with over 70% of survey respondents stating that the homeless issue is the number one thing they would like to change. While everyone loves the markets, the spaces are perceived as very unsafe the rest of the week. Many people understand that the dead backs of buildings facing onto the parks pull the life out of the parks and contribute to the danger. Solutions ranged from adding more family-friendly events, programming and play areas, and adding food and beverages everyday with food trucks, kiosks, or an actual café. Activity maps (in the appendix) revealed a predominance of young males between the ages of 18 and 35 mostly hanging out, socializing, smoking, and panhandling.

Based on behavior mapping observations, the **Park Blocks** are dominated by young adults at 60% followed by adults (26%) and seniors (14%). Overall, 65% of park users are male. Visitors who are alone rather than in groups make up 63% of all users. The main activity was socializing, which seems to decrease throughout the day. Eating, drinking, phone and tablet usage, and sleeping increased throughout the day.

SURVEY RESPONSES

1. What one thing would you most like to change? (open-ended question)

Over 70% of survey responses focused on addressing the homeless, transient, and vagrant population and their negative behaviors, or making the Park Blocks feel safer and more secure: *“Remove the transients and panhandlers”*

Of these, 43% of the responses mentioned the types of people, 26% noted behaviors (panhandling, drugs, loitering, dogs, harassment, camping, urinating). Around 31% discussed feeling unsafe, insecure, uncomfortable and/or asked that laws to reduce these behaviors be enforced in the Park Blocks.

Many would like to see the space renovated: *“Get rid of the old, tired, grey concrete and amenities.”* More events and programming were frequently mentioned: *“more activities to attract people at lunch, after work.”*

Words most frequently mentioned:

Safe Public Restrooms Panhandling People Hanging Market
Fewer Transients Food Park Enforce
Remove Police Rid Activities
Homeless Seating Loitering Place
Drug Lighting Space Street People Safety Covered Areas
Vagrants Events

2. Top Improvements:

| | | |
|--|-----|-----|
| More lighting | 56% | 753 |
| Permanent, staffed public restrooms | 54% | 737 |
| Food and beverages kiosk | 51% | 692 |
| Nighttime activities (such as movies and music performances) | 51% | 685 |
| Public art | 48% | 657 |
| More group activities (yoga, sports, dance parties, etc.) | 48% | 646 |

| | | |
|--|-----|-----|
| Food-related events, such as cooking, farm-to-table dinners, etc. | 48% | 645 |
| Kids' playspace | 45% | 608 |
| More trash bins | 40% | 549 |
| Better landscaping | 40% | 546 |
| Carousel / other permanent interactive, family-friendly activities | 40% | 538 |

Comments:

Most comments discussed addressing the homeless issue, drugs, and negative behaviors. However, some talked about renovating the space and others wanted more active commercial uses in and around the parks, as well as events and programming:

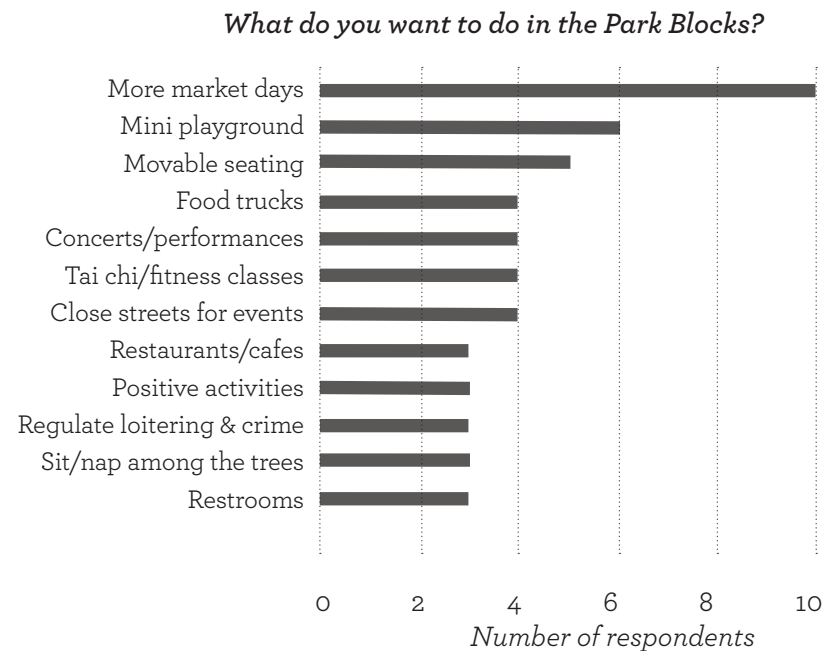
"I don't believe it will ever be a safe, welcoming spot unless there is retail and food adjacent to the blocks."

"This could be a great place for a family-friendly downtown 'park.' Ensure still works for Saturday market. Consider ways to provide 'eyes' on the park. Eg., better connect to adjacent businesses. It may be worth integrating portions of the adjacent side streets into the design. They currently cut the park blocks off from activity."

"Question to ask ourselves: Why is it this space is not a destination for all of the downtown folks? We need something there, like food or entertainment, to attract a wider cross section of the population. Right now it functions mostly as a void that collects activities randomly, and those activities are often not very friendly-looking."

POP-UP STATION

At several pop-up stations, participants were asked what they would like to do or see in the Park Blocks:



WORKSHOP RECOMMENDATIONS

Below is a summary of ideas that emerged from the two place-making workshops:

Comfort and Image

- Keep balance of natural and urban features, “Northwest” feel
- Connect with sister cities through landscaping, other features
- Prune or replace unhealthy trees; add more deciduous trees
- Improve lighting – colorful, year-round, in trees
- Permanent restrooms with hand washing stations
- Murals on surrounding backs of buildings
- Paint benches, awning, rights of way
- Movable tables and chairs
- Temporary/retractable tensile covers

Activities and Amenities

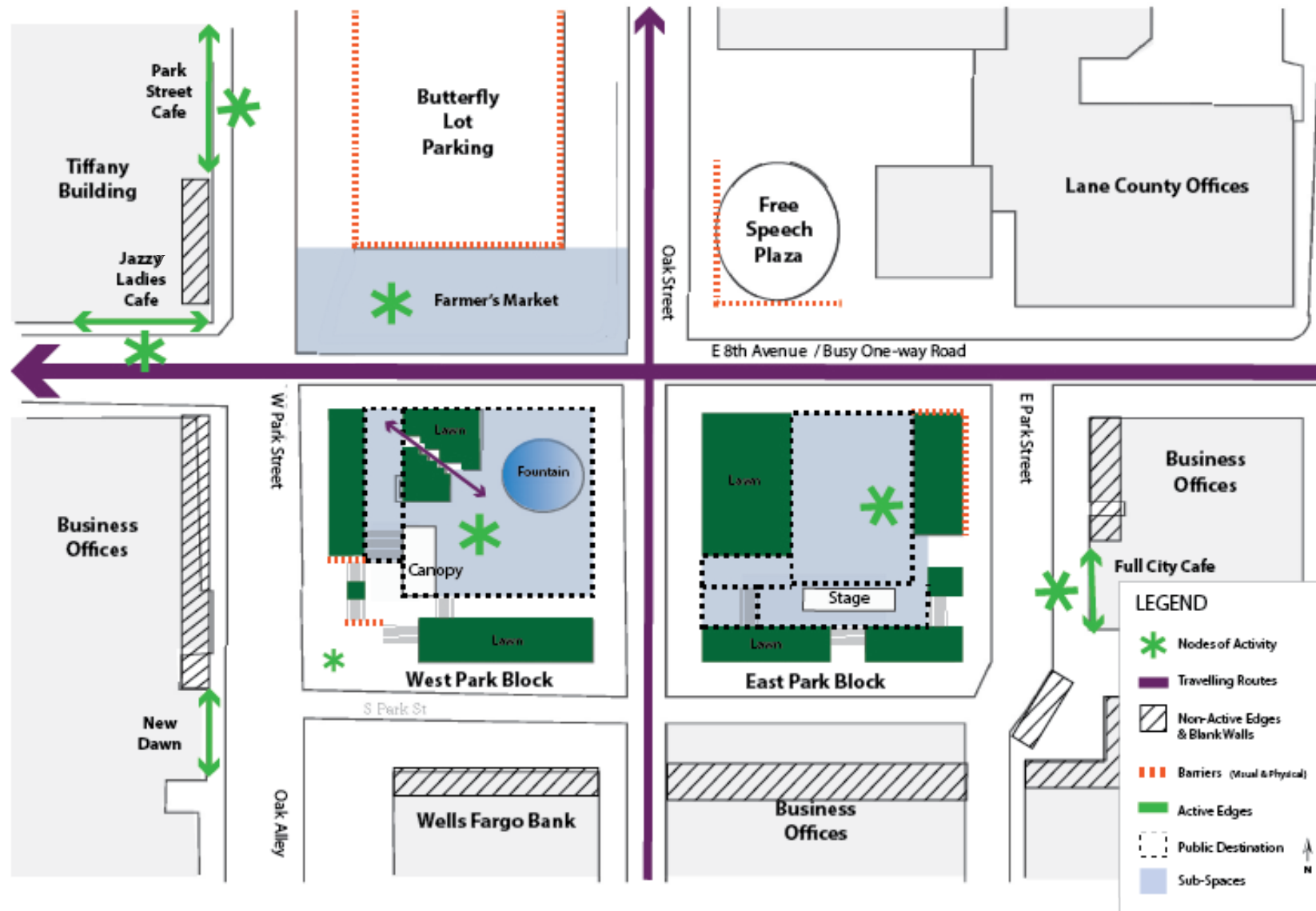
- T'ai Chi and yoga (early AM)
- Build better stage to host more performing arts events
- Host step, dance, and other arts classes
- Create storage space (for events) like at Hult
- Mud Day
- Ice skating rink in winter

- Food carts
- Evening activities – outdoor movies, music, night market
- Interactive water feature – sit on it, walk through
- Games- bocce, chess, foosball, shuffleboard, giant checkers, etc.
- Kids’ play activities
- Market with daily needs (open market) - not just food

Access and Linkages

- Capitalize on central location – high visibility, historic setting
- Improve sense of connection to surrounding alleys and streets
- Create active edge along Park Street and Butterfly Lot
- Integrate Park Street – redesign so space can expand and contract for markets, parking, other uses
- Remove curbs
- Paint crosswalks/intersections
- Add ADA ramps to all platforms; replace aggregate sidewalk
- Add bike racks and bike valet during events
- Signage/info kiosk

PARK BLOCKS EXISTING CONDITIONS





Fountain



West Park block SW entrance

1-West Park Block:

- The park entrance at Oak and 8th Avenue is welcoming and open, providing a sense of safety and visibility into the space.
- The fountain is an attractive asset.
- The other three corners of the West Park Block (West PB) are not as open and visible from the street. Walls, vegetation and steps block views and provide hiding spaces. These entry points are not as inviting and do not feel as safe because of lack of visibility from the street.
- Benches are lined up along the south and west garden walls, far from the water fountain, and hidden by a garden wall along the south side.
- A canopy/covered area is not immediately visible because of the many trees branching low.
- The park is very dark at night.



Benches along the south wall

PARK BLOCKS EXISTING CONDITIONS



East Park block NW entrance



East Park block main gathering area



Canopy/Stage

2-East Park Block:

- The East Park Block (East PB) has an attractive gathering plaza area with benches, visible from midblock on 8th Avenue. The area feels safe and open because the seating is visible from the street.
- None of the four corners of the East PB are open and provide sight-lines to the interior of the East PB. Low branching trees, plantings, walls, and steps block views and provide hiding spots. These entry points are not as inviting and do not feel as safe because of lack of visibility from the street.
- Existing businesses and offices along the edge streets of the park do not feel connected, and have no visibility or linkages from the street and park.



Butterfly Block during Weekdays



Butterfly Block on Saturday

3-Farmers Market Sidewalk (8th Avenue)

- The current location of the Farmers Market is a wide sidewalk with views of a parking structure. It is void of activities during the week, but it is still a recognizable place.
- There is no separation from the moderately heavy traffic of 8th Avenue.
- There are no amenities or seating.
- This block comes alive and is a destination only during Farmers Market days.

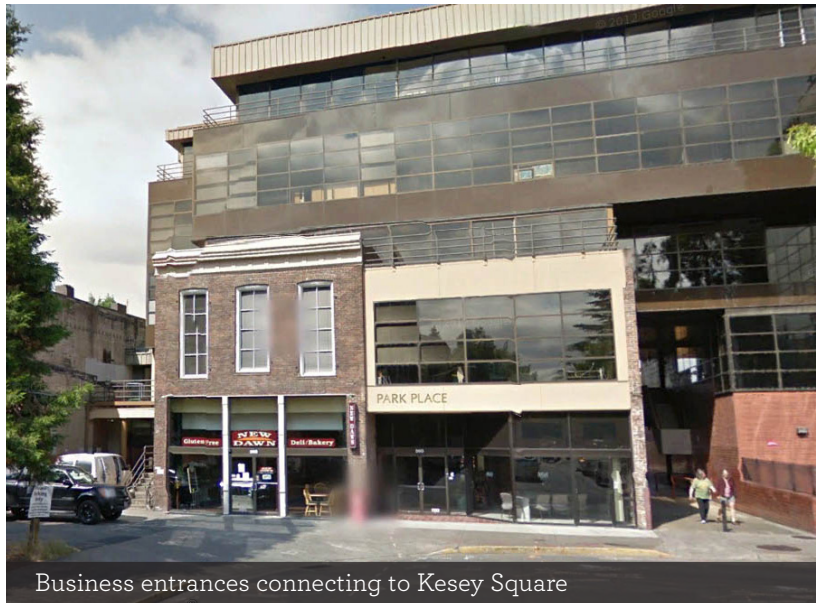
PARK BLOCKS EXISTING CONDITIONS



North end of the West Park Street-Park Street Cafe and historic buildings



Unattractive service entrance/ utility area for Tiffany building on West Park side



Business entrances connecting to Kesey Square



Wells Fargo Building on South Park Street

**4-Streets around the
Park Blocks: West Park
Street and South Park
Street**



Office Buildings on the East side of South Park Street



Full City Cafe terrace and seating

**4-Streets around the
Park Block: South Park
Street and
East Park Street**



Service Area at the corner of South
and East Park Street



Office Building entrance on East Park Street

KESEY SQUARE

The majority of people PPS engaged with expressed that they want to maintain Kesey Square as a public space and not build on the site (and many want to officially adopt Kesey as the name). Even though it is perceived as unsafe and overrun by the homeless and traveler populations, Eugene residents would like it to play a special role in the downtown with more food and beverage opportunities and live entertainment. Many people mentioned opening the walls up onto the square with cafes spilling outside, along with a covered outdoor dining area. There was less demand among survey respondents for amenities for children and families in this space than in the Park Blocks.

Our observations showed that **Kesey Square** was occupied by slightly more males (58%) than females (42%). The square was filled by young adults at 53% followed by adults (37%) and seniors (10%). Around 60% of the visitors occupy the place in groups rather than alone. The main activity was socializing, which seems to increase throughout the day. Eating and academic activities, including reading, writing, and drawing, peaked around the lunchtime.

SURVEY RESPONSES

1. What one thing would you like to change? (open-ended question)

Over 63% of the responses focused on addressing the homeless, transients, and vagrant populations and their negative behaviors, or making Kesey Square feel safer and more secure: **“Remove the transients and panhandlers”** Of these, 47% mentioned the types of people, 36% mentioned behaviors (panhandling, drugs, loitering, dogs, harassment, camping, urinating) and 17% discussed feeling unsafe, insecure, uncomfortable and/or asked

that laws to reduce these behaviors be enforced.

Many would like to see a retractable cover over all or part of the space: **“More concrete planters with flowers, hanging baskets against the brick walls, more shade/year round cover for outdoor dining in the rain - maybe a rollback cover that could be opened at night to keep people from seeking cover from the rain during closed park hours.”**

Support for more events and programming was frequently noted: **“Make it easy for people to schedule fun events there!!! Make it the go-to public venue for outdoor events that everyone knows is free and easy to book. More permanent places to sit.”**

Words most frequently mentioned:

Public Police Presence Events Needs Safety
Tables and Chairs Space Benches Panhandling
Walls Seating Smoking Remove
Food Carts Homeless Street Rid Safe
Transients Square Loitering Laws
Travelers Trees Vagrants Allow People Places Clean

2. Top improvements

| | | |
|---|-----|-----|
| More greenery and landscaping | 57% | 810 |
| Nighttime activities (such as movies, music performances, etc.) | 56% | 788 |
| Public art (murals, light installations, etc.) | 52% | 726 |
| More lighting | 51% | 715 |
| Covered space for protection from rain and sun | 48% | 680 |

| | | |
|---|-----|-----|
| More food and beverage choices | 44% | 620 |
| Live-streamed events on public screen (such as Ducks games, Hult Center events, etc.) | 44% | 618 |
| Permanent, staffed public restrooms | 44% | 614 |
| More movable chairs and tables | 41% | 581 |
| Youth activities, open mic, slam poetry | 33% | 470 |
| Water feature | 31% | 439 |
| Community information board | 29% | 402 |
| Games, board games or chess | 28% | 397 |
| Sit-down restaurant | 27% | 384 |
| Beer garden | 25% | 355 |
| Outdoor reading room | 18% | 250 |

Total Respondents: 1,409

Comments:

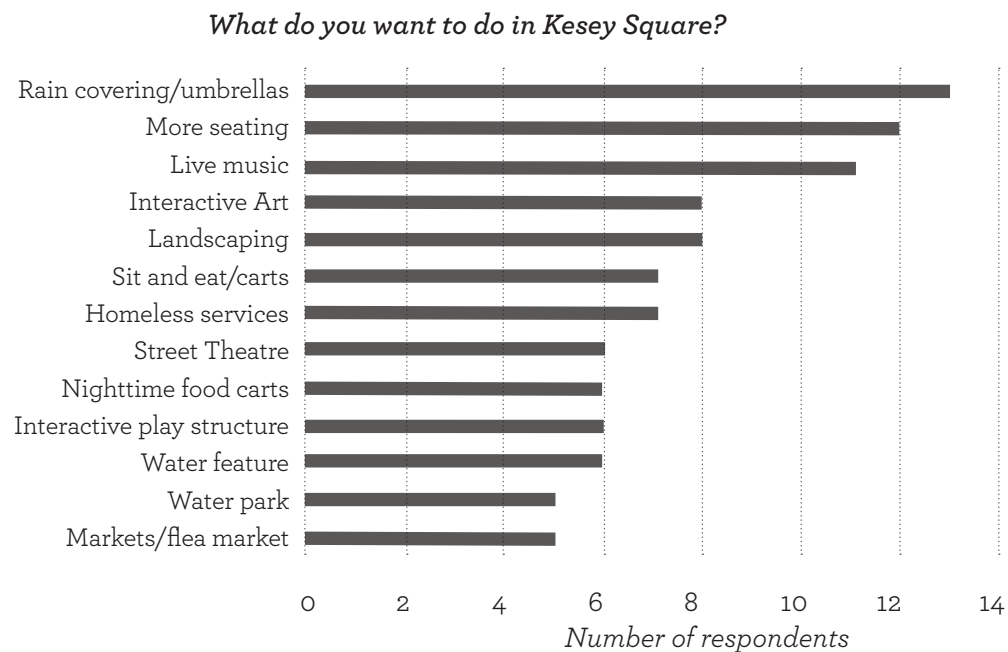
Of the 685 comments regarding ways to improve Kesey Square, 76% mentioned the homeless and vagrant issues, and of these responses, 25% were about negative behaviors (with harassing, smoking, drugs, dogs and panhandling most frequently mentioned).

Several comments mentioned opening up the walls (1%) and 3% asked that a building be constructed there. Around 3% asked for a rain cover of some type, and 6% asked for family-friendly activities:

“Encourage redevelopment of adjacent buildings, with open, glassy restaurant spaces on ground floor opening out onto square with tables and chairs under retractable rain canopies. Program events in square to attract children and local residents and manage to discourage excessive presence of travelers.”

POP-UP STATION

At several pop-up stations, participants were asked what they would like to do or see in Kesey Square:



WORKSHOP RECOMMENDATIONS

Below is a summary of ideas that emerged from the two place-making workshops:

Comfort and Image

- Historic heart - buildings renovated, restored
- Active ground floors open late with colorful lighting
- Purposeful seating and accommodations
- Cover-shade and rain, retractable
- Heat lamps in cold months
- Brick walls: murals, green wall, “dream wall,” public art wall
- Add greenery, “forest atmosphere” (potted trees, etc.)
- Add more color
- Better lighting; colored streetlights already good
- Keep statue

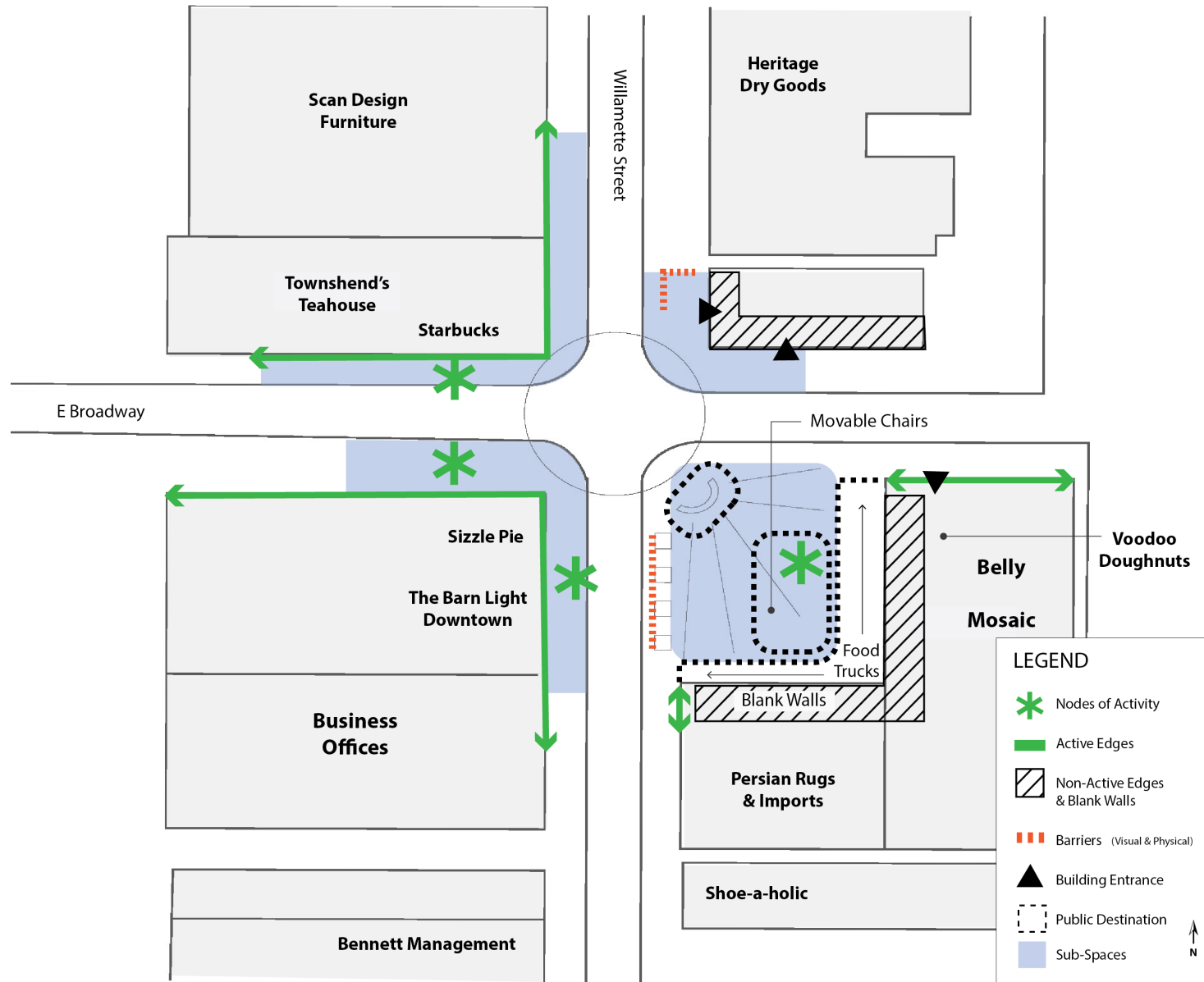
Access and Linkages

- Capitalize on downtown foot traffic
- Add density to surrounding areas (foot traffic, added ownership)
- Flush road/sidewalks with brick paving great
- Covered bike parking

Activities and Amenities

- Love it when it’s programmed – more music, etc.
- Beer garden-like atmosphere
- Balcony/rooftop seating
- Fire pits
- Food carts
- Stage
- Charging stations
- Games
- Library nook – outdoor reading room
- Playground

KESEY SQUARE/BROADWAY PLAZA EXISTING CONDITIONS





1-Kesey Square:

- Blank brick walls enclose the space along the south and east sides of the square.
- Three food trucks are currently on Kesey Square and open for lunch providing tables, chairs, and umbrellas. There were not enough tables and chairs while we were there.
- The food trucks occupy the space off hours, and often owners park their vehicles on the square.
- There are no amenities off hours: the bench with the Kesey statue is the focal point and only seating element.







Planters and bike racks at the corner of Willamette and Broadway



Bike racks and seating in front of Barn Light

2-Kesey Square 'Outer Square' active edges:

- The ground floors across Willamette and Broadway on the west side of Kesey Square are very active with restaurants and cafes.
- During lunch time and during the day there are several umbrellas and chairs in the square that provide a nice place to sit and hang out.
- The planters along Willamette Street block the view from the restaurants on the west side into the space.
- The flower displays are beautiful and well managed.
- The entire intersection is an open paved space, which feels safe and offers good visibility into Kesey Square.
- Planters and plantings, even though of the highest quality, are creating a visual barrier into the space from the "outer square" edges.



Umbrella and cafe seating in front of Starbucks

HULT CENTER PLAZA

Many people focused their comments about the Hult Center Plaza on safety and security, although fewer mentioned the homeless and travelers than in other spaces, and instead focused on their perception of feeling unsafe. The outdoor events are popular and many would like to have more of them. Cafes and retail shops were often suggested to complement the space.

In the behavior maps, **Hult Center Plaza** had the most diverse mixture of people, yet young adults still dominated the plaza at 57% followed by adults (29%), seniors (7%), children (6%) and teens (1%). The space was occupied 55% by males and 45% by females. Of the visitors, 66% of the visitors occupied the place alone rather than in groups (34%). The main activities were walking and cycling, which gradually declines from morning to midday but spikes from midday into the afternoon hours. In contrast, socializing and playing games increased from morning to midday and then declined into the afternoon hours.

SURVEY RESPONSE

1. *What one thing would you like to change? (open-ended questions)*

Over 23% of the 1,186 responses focused on homelessness and vagrancy, and their associated negative behaviors. Many respondents supported physical improvements (lighting, seating, a café, or restaurant) and more events and performances.

Words most frequently mentioned:

Outdoor Think Parking Jacobs Gallery ~~Rid~~ Remove
Place Benches Activities Panhandling
Seating Hult Center Space Vagrants
Events Loitering Public Street
Homeless Safer Art Improve Lighting Reason
Food Carts Tables and Chairs Nice Safety

2. *Top Improvements*

When asked to rate a list of improvements, survey respondents focused on art and cultural activities at the Hult Center Plaza:

| | | |
|-------------------------------|-----|-----|
| More outdoor performances | 71% | 799 |
| Public art | 56% | 627 |
| Food and beverages kiosk | 51% | 575 |
| Movable chairs and tables | 43% | 481 |
| More greenery and landscaping | 38% | 427 |
| Community information board | 28% | 321 |
| More trash bins | 25% | 283 |
| Games, board games and chess | 24% | 271 |
| Outdoor reading room | 17% | 192 |

Total Respondents: 1,127

Comments:

Of the 382 comments regarding ways to improve Hult Center Plaza, 43.5% mentioned homelessness and vagrancy issues, and of these responses, 40% were about feeling unsafe. The types of people and their negative behaviors were not as much of a concern as the perception of danger.

Events are appreciated in this space and 13% of the responses asked for more arts and cultural programming.

Some comments mentioned opening up Willamette again (1.3%) and 3% asked that the sunken plaza be filled in. 2.6% asked for a rain cover of some type. Several responses were about trimming trees and hedges to improve visibility.

“Make it safe from panhandlers. My sister from out of town was accosted by an aggressive panhandler after the Symphony concert while she was walking to the front of the Hilton. The area was dimly lit and some of the shrubs and trees made it hard to see. It definitely put a damper on her visit!”

“Less cement, more features and design that are softer. It is very angular and hard. Board games and the performances fun in the summer, but the plaza is still not very inviting. It needs to be more “metro”, less older design.”

“I think it’s maybe the best of the public spaces downtown right now, for attractiveness, openness & safety. Though yes, maybe the area to the right of the steps is underutilized....so I’m all for adding outdoor concerts!”

POP-UP STATION

At several pop-up stations, participants were asked what they would like to do or see in Hult Center Plaza. The number of responses were not significant, but included :

- Comfortable and movable seating
- Performances
- Pop-up shops
- Holiday market
- Open it as a street again
- Bike station
- “Eugene” retail store
- Interactive art

WORKSHOP RECOMMENDATIONS

Below is a summary of ideas that emerged from the two place-making workshops:

Comfort and Image

- Improve visibility – eliminate walls, smooth grade changes
- Soften the edges, walls, and pit with colorful art projects like murals
- Clean up Hilton hardscape, façade
- Comfortable seating and benches
- Security - panic button, guard

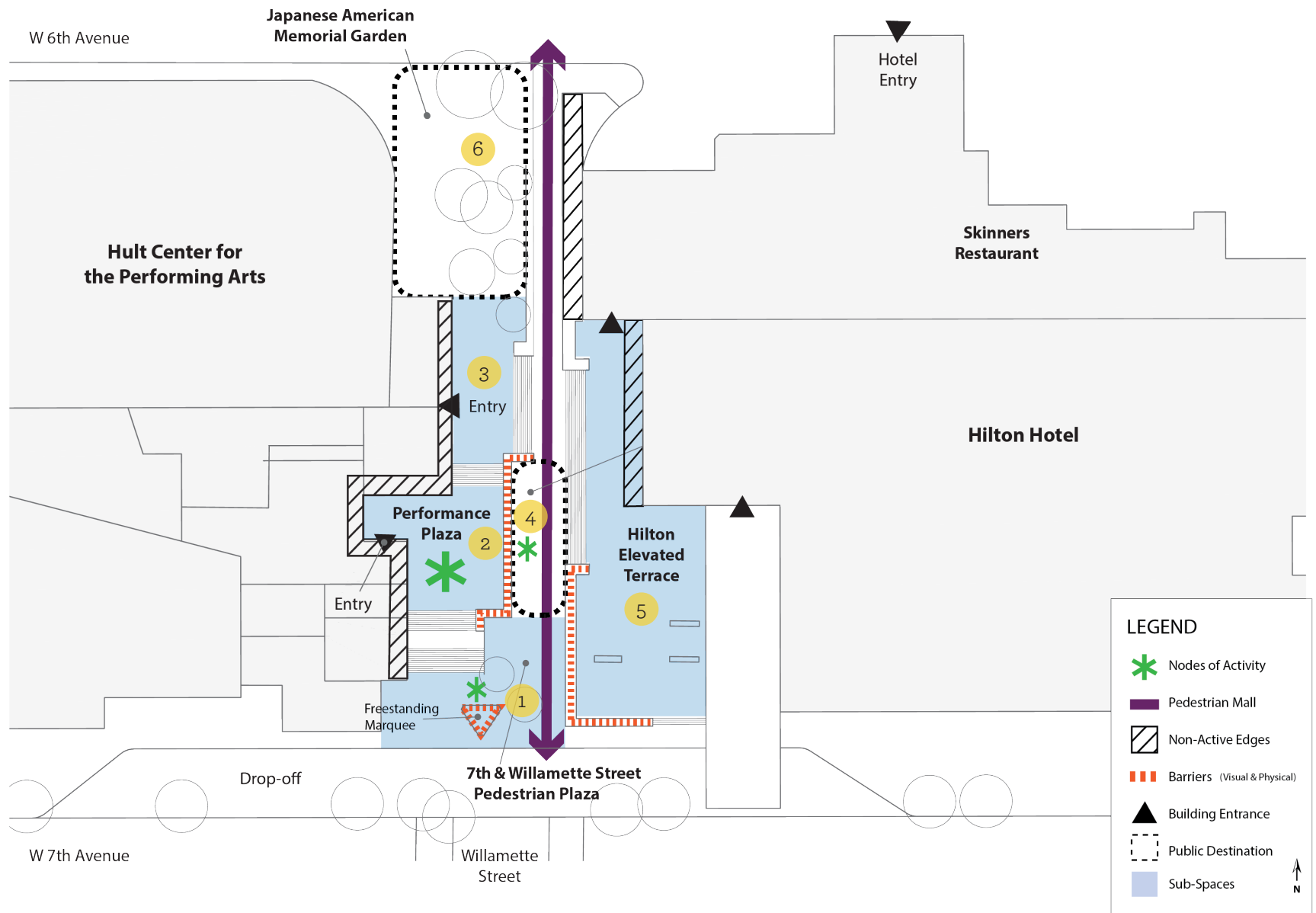
Uses and Activities

- Hilton, Hult, Japanese Garden all viewed as assets/anchors
- Restaurant at Hilton with outdoor seating; wine bar
- More food carts
- Amphitheater potential – stage in pit area
- Programming such as dance classes, workshops, walking tours, meditation, etc.
- Resident artist spaces (Jacobs Gallery)
- Rotating public art
- Playground space

Access and Linkages

- Acts as thoroughfare from downtown/LTD to Amtrak/Butte
- Signage, maps, painted markings to nearby destinations
- Enhance visibility and connection to downtown hubs nearby
- Calm traffic on 6th and 7th Avenues
- ADA access to all levels
- Additional bike parking

HULT CENTER PLAZA EXISTING CONDITIONS





The Hult center main entrance, with a pedestrian plaza at 7th Avenue and Willamette



Seating area at 7th Avenue and Willamette

1-7th and Willamette Pedestrian Plaza

- Marquee column marks the Hult Center location along 7th Avenue
- Hult Center main entrance location is not as clear, and signage is not visible
- No clear visibility to the several public spaces that comprise the Hult Center Plaza
- Seating located behind the marquee column is not visible to users, but at the same time the marquee protects the seating area from the vehicular traffic noise along 7th Avenue

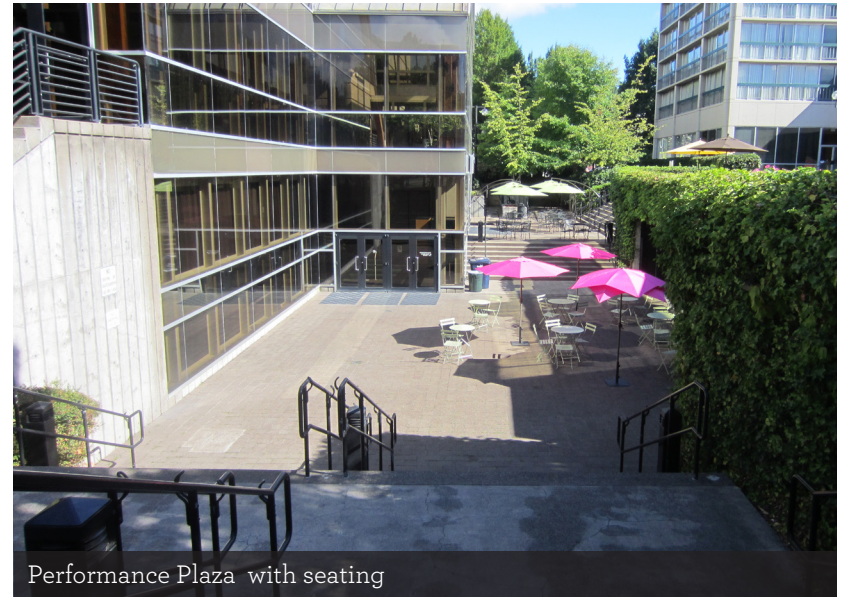


Seating area at 7th Avenue and Willamette

HULT CENTER PLAZA EXISTING CONDITIONS



Performance Plaza at the lower level



Performance Plaza with seating

2-Performance Plaza

- The performances take place in a sunken plaza at the Hult Center. Performances are not visible from the streets or from the pedestrian mall, and the plaza is difficult to access. Passersby do not notice events from the street.
- A wall, covered by heavy vegetation, blocks the view into the sunken plaza.
- Lower entrance doors lead to an infrequently-used space.



Performance announcement sign at the top of the stairs



3-Gallery Entry Plaza

- This terrace is accessible from the pedestrian mall, but is not very visible.

4-Food truck and pedestrian mall

- A food truck is located on the pedestrian mall during events. The wall and vegetation block views into the lower level, even during performances.
- The three levels (sunken plaza, pedestrian mall and the Hilton terrace) are not visually connected and feel isolated.



HULT CENTER EXISTING CONDITIONS



Hilton terrace from 7th Avenue



Hilton terrace access stairs from the pedestrian mall

4-Hilton elevated terrace

- The steps from the pedestrian mall to the Hilton terrace are a popular destination for children and adults.
- An absence of amenities leaves the space mostly unoccupied.
- The art displayed is attractive, but not visible, from the other spaces at the Hult pedestrian mall.



Garden view from 6th Avenue



Stairs and ramps connecting the Garden to the sunken terrace

6-Japanese-American Memorial Garden

- A historically and culturally significant space with a beautiful setting, the garden is not marked and visible from the street or the adjacent destinations (Hult Center and Hilton Hotel).
- The ADA ramp and stairs connecting 6th Avenue to the Hult Center lower level are hidden and not well-signed.

LIBRARY PLAZA AND INTERSECTION (LCC, LTD and Atrium Building)

The library is a popular destination for all residents of Eugene. However, the loitering outside is a serious concern, especially for families with children. Outdoor seating, tables, chairs, and games were suggested for outside the library and LCC. Seating seems sufficient at the LTD Station, but people complained about loitering youth and homeless at that corner as well. The Atrium Building was viewed as an opportunity to put more eyes on the streets if retail could replace the ground floor offices.

Behavior maps showed that the **Library Plaza's** main activity was also socializing, which sharply increased throughout the day. The activity of people-watching declined from morning to midday but rebounded from midday into the afternoon hours, while the use of phones and tablets gradually decreased throughout the day. Again, the open space was primarily used by males at 67% compared to females (33%). The plaza was filled by young adults at 61%, followed by adults (22%), seniors (9%), and teens (8%). In addition, 53% of the visitors occupied the place in groups rather than alone (47%).

SURVEY RESPONSES

1. What one thing would you like to change?

Of the 1,251 responses, 60% focused on homelessness and vagrancy, and their associated negative behaviors. A few respondents focused on physical improvements (lighting, tables and chairs, a cover to keep out of the rain), and more events and performances, especially music concerts and art exhibits.

Words most frequently mentioned:

Safe Problem Seating Food Carts Safety People Hanging
Vagrants Tables Remove Outside Rid
Street Loitering Police Homeless
Security Smoking Kids Panhandling
Bike Transients Clear Sidewalk Art Space
Friendly Enforce

2. Top improvements at Library Plaza

| | | |
|-------------------------------|-----|-----|
| Public art | 55% | 573 |
| More greenery and landscaping | 48% | 501 |
| Outdoor reading room | 46% | 479 |
| Community information board | 44% | 461 |
| More trash bins | 33% | 346 |
| Movable chairs and tables | 32% | 332 |
| Food and beverages kiosk | 31% | 330 |
| Games, board games and chess | 31% | 325 |

Total Respondents: 1,049

Comments:

Of the 538 comments regarding improvements to the Library Plaza, 75% were about homelessness, travelers, and vagrants and their negative behaviors both inside and outside the library. Several people mentioned making the area more family

and kid-friendly, with an outdoor reading room, board games, and play sculptures outside. Some mentioned opening the café to the outside with tables and chairs on the sidewalk.

“Maybe sort of a merging of the indoor cafe and the outdoor space? Buskers (musicians, jugglers, artists working, etc.)”

“I hope this discussion will include the City recognizing that the downtown library IS already Eugene’s homeless shelter and halfway house, every day, all day long. Can the City offer alternatives, so that the Library can be a library? Come by on a cold, rainy day; aside from the children’s area, 90% of the chairs have homeless men in them, some drunk, some sleeping, etc., from opening to closing, with arguments, garbage, eating, pets, etc.”

3. Top Improvements at Rosa Parks Plaza (LTD Station)

| | | |
|-------------------------------|-----|-----|
| More greenery and landscaping | 56% | 484 |
| Public art | 51% | 447 |
| Community information board | 43% | 379 |
| More trash bins | 41% | 360 |
| Food and beverages kiosk | 39% | 339 |
| Movable chairs and tables | 19% | 168 |
| Games, board games and chess | 17% | 150 |
| Outdoor reading room | 12% | 103 |

Total Respondents: 872

Comments:

Of the 517 comments regarding improvements to the LTD Plaza, 76% were about homeless, travelers and vagrants and their negative behaviors. Around 13% of the responses mentioned smoking as a serious issue and 5% said the area could be cleaner. There is a difference of opinion about the Reality Kitchen food cart. Some love it and others would like to see it go away.

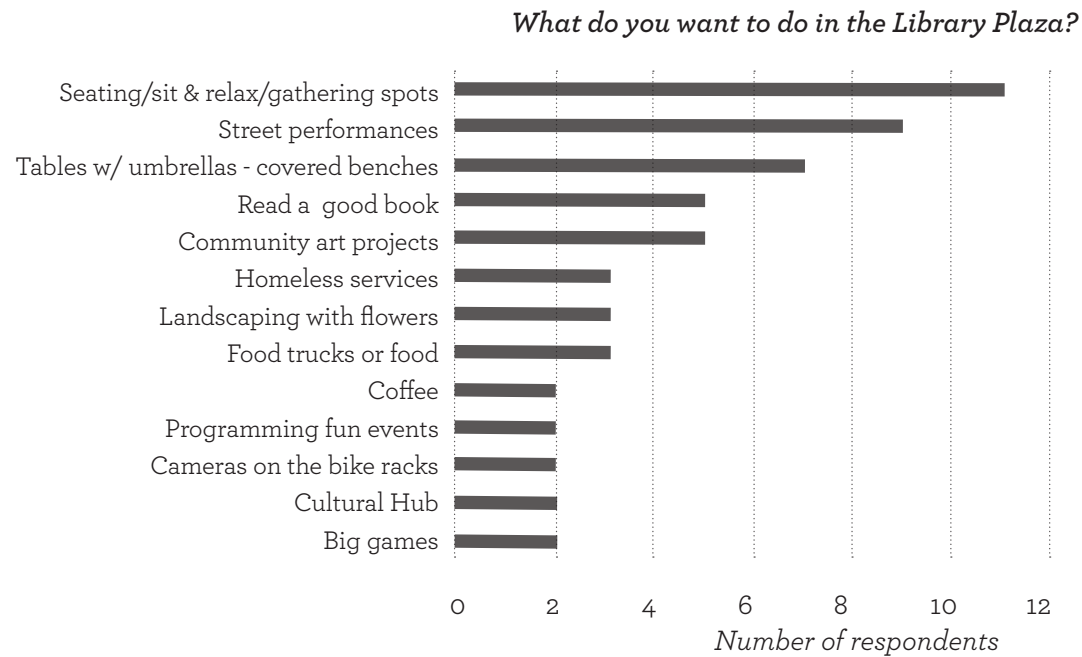
“Don’t add stuff there. That corner is a small space that a lot of people need to move through. People who stand in crowds there are a problem because they get in the way of other people moving through. The new food cart there blocks traffic, is not needed, and is visually odd.”

“Enforce against loitering so it feels safer to take the city bus... especially during layover times. My teenage children like to use the bus as their main mode of transportation but have said they do not feel safe. My son has actually been offered drugs or asked if he knows where to score some. He said he doesn’t want to be associated with folks who participate in that lifestyle so he would rather stay away.”

“More comfortable seating not necessarily movable. Something for teens to do. Monitored laptops on site? Free Comics kiosk? Something for them to do so I don’t have to get through a crowd of them smoking and playing hacky sack on my way to the bus or EMX.”

POP-UP STATION

At several pop-up stations, participants were asked what they would like to do or see at the Library Plaza:



WORKSHOP RECOMMENDATIONS

Below is a summary of ideas that emerged from the two place-making workshops:

Comfort and Image

- Diversity of users is great
- Build on cohesiveness of the three corners
- Clean corner of the Atrium – make a more welcoming entrance
- Seating on all four corners
- Convert on-street parking to seating. Could be temporary/pilot
- Add bleacher-style seating
- Change metal benches to wood
- Low-cost (string) lighting
- Ask police to not park on sidewalk
- Covering/awning/shelter

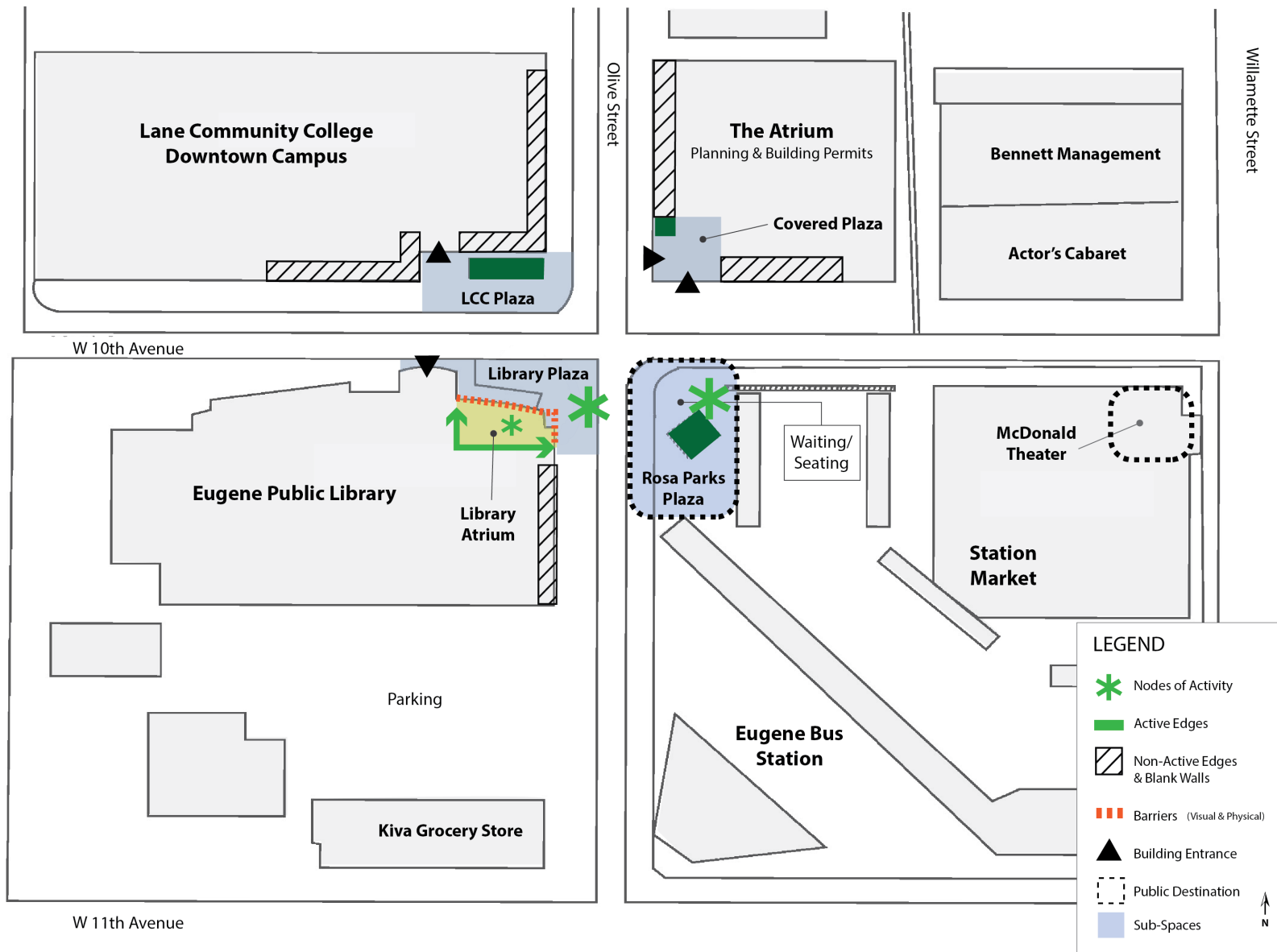
Activities and Uses

- Stage
- Games, sidewalk checkerboard
- After hours activities
- Retail-ize Atrium arcades (more stands, tattoo/piercing?)
- Food: restaurants, trucks, shops, etc.
- Urban beach
- Play area for children (sand, chalk)

Access and Linkages

- Beautiful art/murals on the crosswalks, sidewalks
- Narrow intersection
- Wayfinding to help “identify” Eugene, nearby destinations
- Public transportation schedule (bus) – add shuttle/trolley

LIBRARY PLAZA EXISTING CONDITIONS





Library Plaza view from Olive and 10th Avenue



Library Atrium

1-Library Plaza

- A 100' x 40' sidewalk extension along 10th Avenue creates a small paved plaza in front of the library's main entrance.
- The library atrium—an indoor public space open to the general public with seating, cafe and a bookstore—comprises the library corner at Olive and 10th.
- Two metal benches line the building and are the only amenities in the plaza. The library entrance is not marked and the atrium is not recognizable from the outside. At times, the atrium doors are left open, and there is spill-over of activities to the outside and a view of what is happening indoors.



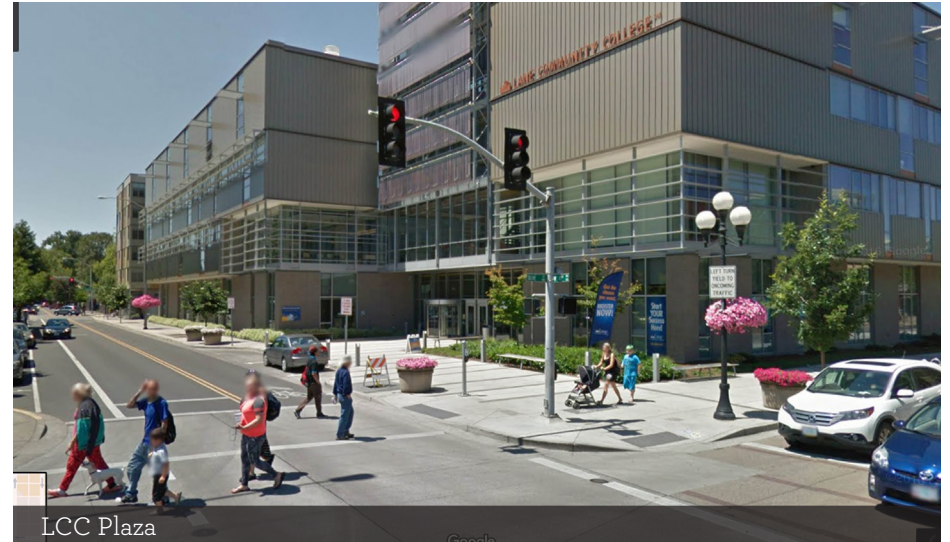
Library Atrium

LIBRARY PLAZA EXISTING CONDITIONS



3-Rosa Parks Plaza

- Rosa Parks Plaza is a large paved area with a raised planting bed.
- It offers a shaded area that is clean and well-maintained.
- The plaza lacks amenities.
- An information plaque and statue of Rosa Parks, seated, is centered on the space.
- The raised planting bed walls are used for seating.



4-LCC Plaza

- Opposite the Library Plaza, there is a smaller sidewalk extension that creates an entry plaza at the LCC main entrance.
- Four wooden benches and an A-frame signage are the only amenities in the space.
- Beautiful summertime plantings, trees and hanging baskets provide attractions and welcome people into the space.
- Banners and A-frames let people know where the college entrance is and what is happening inside.



5-‘The Atrium’ corner entrance

- The entrance to the municipal offices offers a public space covered by the cantilever building.
- It is not clear what takes place inside and that there is a public space in the building.

THE RIVERFRONT

With EWEB leaving its riverfront site and developers interested in building a mixed-use development on the site, the idea of a vibrant public space that would attract residents to the riverfront and connect to downtown is being planned. A group of stakeholders, including city staff, local property owners, a developer, EWEB and UO representatives and PPS met in October to discuss what a public space on the riverfront could be. Ideas generated included:

- Connections: the riverfront must be a destination that connects to and integrates into the downtown, pulling in the larger community.
- Community involvement: It is important to discuss future riverfront development with the community.
- Portland had a similar situation with McCall Park on the river. It was important to provide uses that put eyes on the park.
- Food is a magnet for people and will keep them there longer. It will especially create a destination for people using the River Trail. An ice cream kiosk or vendor would be popular with families. In addition, a café or beer garden on the river will provide something that Eugene now lacks.
- Other good riverfronts that could serve as inspiration for Eugene's are in Spokane and Boise, and the River Walk in San Antonio.
- EWEB is committed to making the site a public space and helping the downtown work better.
- Although access to the river is difficult from this site, "floating the river" is an important experience to promote, in tubes, kayaks, paddle boards, and canoes. It is important to include the boating community in the discussions.
- UO has a commitment to make their section of the waterfront safe and accessible too, although the drop there is steep.
- The daycare center now located at the EWEB building would like to stay near the river because the experience is important for the children, and they love the spray fountain at EWEB.
- Make a better connection to the Cuthbert Amphitheater across the river. Its schedule is limited, but could be used more if access were improved.
- Creating green and blue infrastructure and systems in the park to deal with stormwater, along with green streets in the urban area, can help to integrate the river and the downtown, as well as the needs of human and nature. A special ecological experience in the park could be educational. The Mill Race is an opportunity to introduce blue and green infrastructure and tell the story of industry in Eugene.
- Activities and performances should be featured on the river. What are the ten things that you want to do on the river?
- This is a hidden gem for Eugene, the best river system in Oregon. Build on Eugene's identity.

- Access is difficult, especially because of the trains. They are also noisy.
- Bring the urban to the river and the river to the urban: how can the river be more tangible and connected to the downtown?
- Eugene residents love their parks and the connection to nature: build on that identity.
- Connect UO to the river and to this site.
- The river is an important piece of Eugene's history and legacy, a unique part of the city as well as a quiet, scenic destination.

APPENDIX

PLACES FOR PEOPLE SURVEY ANALYSIS

Q1: What three words would you use to describe downtown Eugene? (1,901 responses)

- Dirty, Homeless, and Unsafe all came up in the top 5 most frequently used words for all three choices; these themes dominated much of the survey.
- Respondents as a whole expressed a mix of positive and negative associations with downtown, choosing words ranging from “Unsafe” and “Scary” to “Vibrant,” “Fun,” and “Improving.” Many also saw “Potential.”
- Respondents used the same words to describe downtown most often with their first word choice (e.g. Dirty and Homeless); this could be interpreted as a general consensus among respondents on a few primary traits of downtown with a greater mix of personal associations upon further questioning.

Top Words

| | |
|----------------|------|
| 1. Dirty | 5% |
| 2. Homeless | 4.4% |
| 3. Unsafe | 3.8% |
| 4. Potential | 2.8% |
| 5. Scary | 2.3% |
| 6. Vibrant | 2.0% |
| 7. Busy | 1.9% |
| 8. Fun | 1.6% |
| 9. Interesting | 1.5% |
| 10. Improving | 1.4% |
| 10. Eclectic | 1.4% |

Q2: What three words would you use to describe downtown Eugene’s public spaces (such as parks and squares)? (1,866 responses)

- Dirty, homeless, and unsafe again all came up in the top 5 most frequently used words for all three choices.
- Responses, compared to downtown, are more generally negative in their connotations. Only “beautiful,” “potential,” and “markets” could be construed as having any sort of positive association.

Top Words

| | |
|-------------------|-------|
| 1. Dirty | 5.35% |
| 2. Homeless | 5.24% |
| 3. Unsafe | 5.07% |
| 4. Scary | 2.61% |
| 5. Drugs | 2.50% |
| 6. Potential | 2.17% |
| 7. Unwelcoming | 1.89% |
| 8. Dangerous | 1.70% |
| 9. Uninviting | 1.54% |
| 10. Underutilized | 1.02% |

Q3: Can you recall an enjoyable time in downtown Eugene (or another downtown) that did not involve a special event? What were you doing? What made it great? (1,810 responses)

- “Small outing (dinner at Metro and movie – errand and ice cream), strolling around.”
- “When the business first came back to downtown prior to the pan handlers and vagrants. You could have lunch downtown or dinner downtown. I enjoyed having meetings with

people at the cafes/restaurants downtown. It seemed to be growing and happening.”

- “Tea at Townshend’s, followed by a movie at the Bijou.”
- “...major asset is walkability. People asking for more parking partially so they can walk a shorter distance to destinations to avoid harassment - not because they are lazy.”
- “Farmers market”
- “I went to a park in Bend and it was clean, no tents, no homeless people. I felt happy and safe laying a blanket out and reading with my family, without being bothered or feeling uncomfortable.”
- “European cities - strolling, pedestrian scale”
- “I loved spending time in the downtowns of the European cities I have lived in - cars are excluded, or speed limits are 6-10mph, and people can freely walk, bike, and interact with businesses and each other.”
- “No. I am forced by my work to be downtown, but if not for that, and the farmers market, I would not go downtown at all.”

Q4: What are your three favorite public spaces in downtown Eugene? (1,706 responses)

| | |
|------------------------------|--------|
| Library | 12.80% |
| Kesey Square | 9.84% |
| Hult Center | 8.91% |
| Saturday Market | 8.15% |
| Park Blocks (without market) | 7.87% |
| None | 5.14% |
| Farmers Market | 4.86% |
| 5th Street Market | 2.06% |

Q5: In your opinion, how important is it that downtown Eugene have comfortable, accessible public spaces that are welcoming to all? (1,863 responses)

| | |
|----------------------|-----|
| Very important | 73% |
| Important | 18% |
| Neutral | 6% |
| Not very important | 2% |
| Not at all important | 1% |

- Nearly 91% of respondents answered that it is either important or very important that downtown Eugene have comfortable, accessible public spaces welcoming to all.

Q6: In your opinion, how important is it that downtown Eugene have public spaces that offer many things to do on a daily basis? (1,863 responses)

| | |
|----------------------|-----|
| Very important | 35% |
| Important | 36% |
| Neutral | 21% |
| Not very important | 7% |
| Not at all important | 2% |

- More than two-thirds of respondents (71%) think that it is important or very important to have public spaces with a variety of things to do on a daily basis.
- The remaining respondents are either neutral or unconvinced that it is important that downtown’s public spaces have a variety of things to do on a daily basis.
- When looking at participants’ free-response answers in Q3 and Q31, one might conclude that those finding a variety of things to do in downtown public spaces neutral or unim-

portant instead value a few good pairings of destinations (such as dinner and a movie at the Metro, or a trip to the Library and Voodoo Donuts) at least as much as or more than intensive clusters of activity.

Q7: Do you think there are enough public spaces in the downtown? (1,863 responses)

| | |
|--|-----|
| Yes | 24% |
| No | 24% |
| There are enough public spaces, but they are underutilized | 40% |
| I don't know | 13% |

- Almost two-thirds of respondents (64%) felt that there aren't enough public spaces that they can fully utilize in the downtown.
- Many respondents (40%) felt that the downtown has enough public spaces, but that they are underutilized.

Q8: Which public spaces seem most underutilized to you? (703 responses)

| | |
|--------------|-----|
| Park Blocks | 40% |
| Kesey Square | 33% |
| All | 11% |

- Of the 40% of survey respondents answering that the "downtown has enough public spaces but they are underutilized," 40% pointed to the Park Blocks and 33% pointed to Kesey Square as the most underutilized spaces in the downtown.
- Many respondents cited both the Park Blocks and Kesey Square, or "all" of the public spaces, in their responses.

- Many respondents commented that the Park Blocks, Kesey Square, and Broadway are at least in part underutilized due to issues with public safety and harassment.

Q9: Where would you suggest adding new public spaces? (400 responses)

- A number of people suggested a park on the site of the old City Hall or adjacent to the new City Hall.
- One of the most popular responses was the idea of a pocket park near the library, or between the library and the Kiva. Others suggested repurposing some or all of the LTD station as a plaza, with one person comparing its potential to transit-rich Pioneer Courthouse Square in Portland.
- Many respondents supported utilizing the old EWEB property and/or other spaces along the riverfront.
- A few responses suggested better utilizing streets as public, pedestrian-friendly spaces that can connect downtown's parks and plazas.
- One person offered the idea of converting the bases of city parking garages to cheap rental spaces for art-related nonprofits "like DIVA, which was driven out by high rents."

| | |
|----------------------|-------|
| The City Hall site | 10.5% |
| Near the Library | 7.5% |
| On Broadway | 5.5% |
| EWEB site | 5% |
| On the river | 5% |
| Near the Park Blocks | 4% |
| On Willamette | 3.5% |
| On the Butterfly Lot | 3.5% |

Q10: How often do you visit the following public spaces and destinations? (1,154 responses)

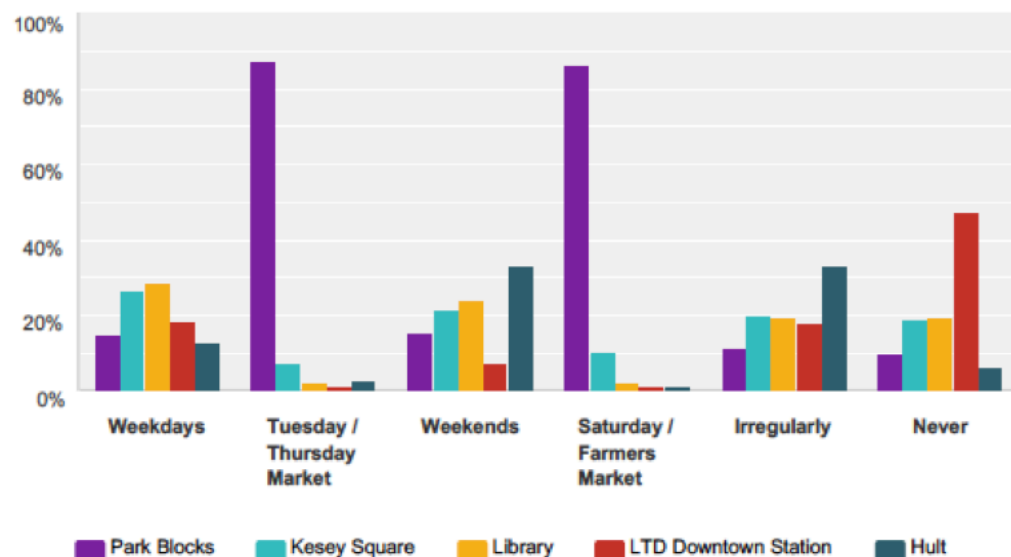
| | Everyday | Few times per week | Weekly | Few times per month | Monthly | Few times per year | Yearly | Never | Total |
|----------------------|-------------|--------------------|---------------|---------------------|---------------|--------------------|---------------|---------------|-------|
| Park Blocks | 3.49% 40 | 10.37% 119 | 15.52% 178 | 18.05% 207 | 11.77% 135 | 25.54% 293 | 4.88% 56 | 10.37% 119 | 1,147 |
| Kesey Square | 6.62% 76 | 13.07% 150 | 12.11% 139 | 16.90% 194 | 10.45% 120 | 20.03% 230 | 4.79% 55 | 16.03% 184 | 1,148 |
| Library | 3.04% 35 | 9.13% 105 | 12.96% 149 | 16.61% 191 | 13.30% 153 | 20.35% 234 | 6.52% 75 | 18.09% 208 | 1,150 |
| LTD Downtown Station | 4.29% 49 | 7.52% 86 | 5.95% 68 | 6.65% 76 | 4.72% 54 | 19.51% 223 | 7.87% 90 | 43.48% 497 | 1,143 |
| Hult | 0.43% 5 | 2.69% 31 | 2.43% 28 | 10.68% 123 | 13.72% 158 | 52.34% 603 | 12.24% 141 | 5.47% 63 | 1,152 |

Percent of respondents visiting each space at least once per week:

- 32% visit Kesey Square at least once per week
- 29% visit the Park Blocks at least once per week
- 25% visit the library at least once per week
- 18% visit the LTD station at least once per week, but 43% say they never go there
- Only about 6% of respondents go to the Hult at least once per week; more than half (52%) of respondents go there a few times per year.

Q11 When do you usually go to the following public spaces and destinations? (Select all that apply)

Answered: 1,152 Skipped: 775



Library

- 29% of respondents go to the library on weekdays; about 24% go on weekends

LTD Bus Station

- About 18% of respondents visit LTD on weekdays; 7% on weekends; 17% visit irregularly; and another 47% never visit

Hult Center

- The Hult Center had the fewest number of respondents (6%) reporting that they never go.
- About 13% visit on weekday and 33% on weekends
- About 33% of respondents say they visit irregularly

Park Blocks

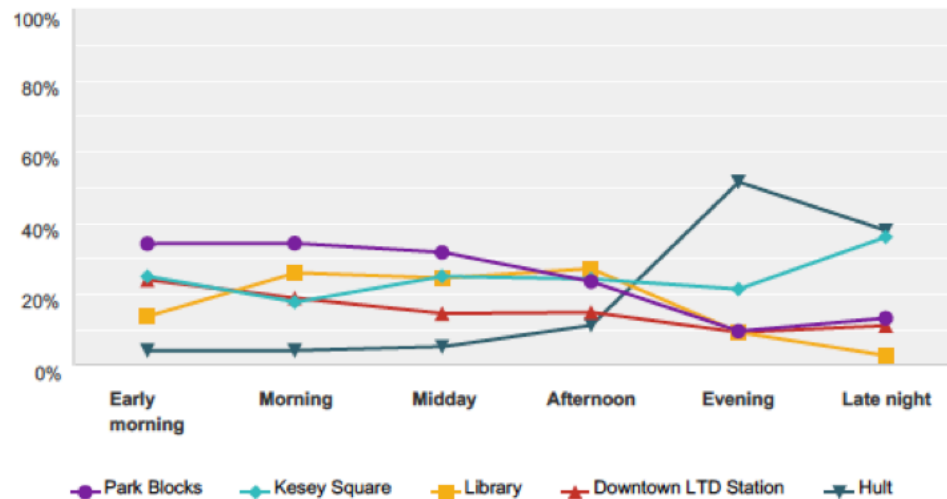
- About 87% (6/7) of respondents go to the Park Blocks for the markets (Tues, Thurs, Sat)
- About 15% go on weekdays and weekends
- Around 9% never go

Kesey Square

- Most often visited of the five public spaces surveyed
- About 26% visit on weekdays; about 21% on weekends
- Around 18% never go

**Q12 What time of day do you usually go to these public spaces and destinations?
(Select all that apply)**

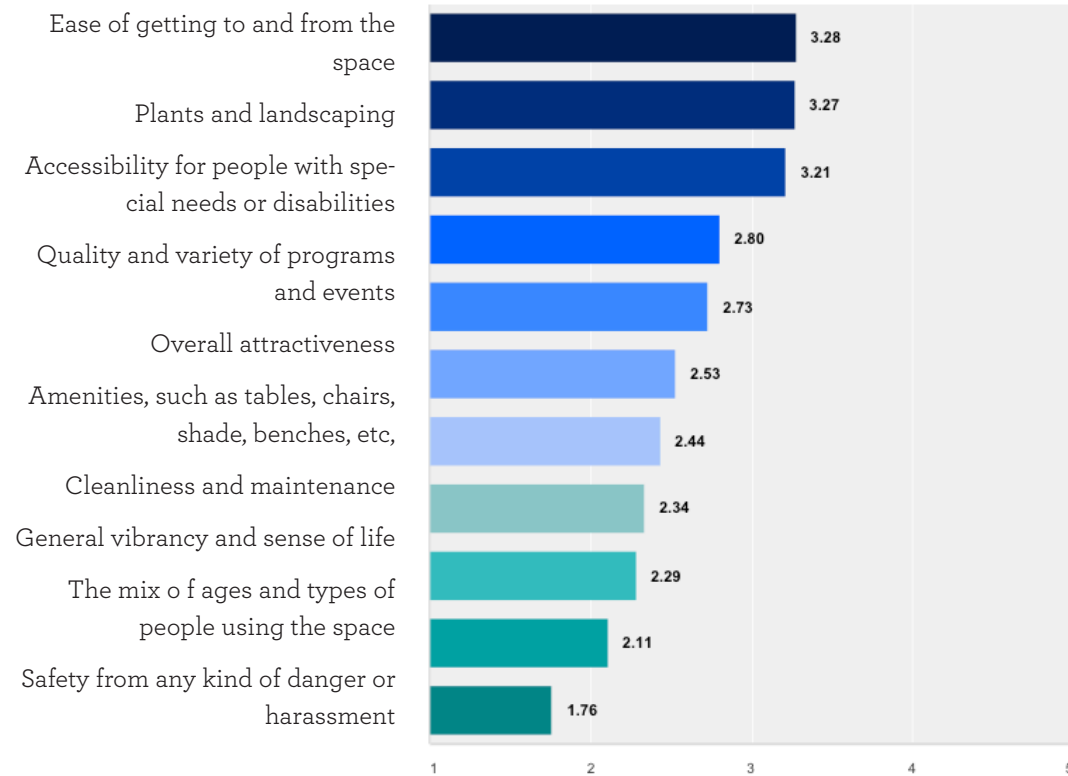
Answered: 1,148 Skipped: 779



- The Hult Center is most popular in the early evening
- Many people report going to Kesey late at night
- Many respondents report going to the Park Blocks earlier in the day, presumably due to market hours
- Respondents visit the library throughout the day, but after 6pm in the evening, activity sharply dies off although it is often open until 8 pm.
- Kesey Square and Hult Center are most often visited by respondents in the evening and late night hours

Q13 How satisfied are you with the Park Blocks in the following areas?

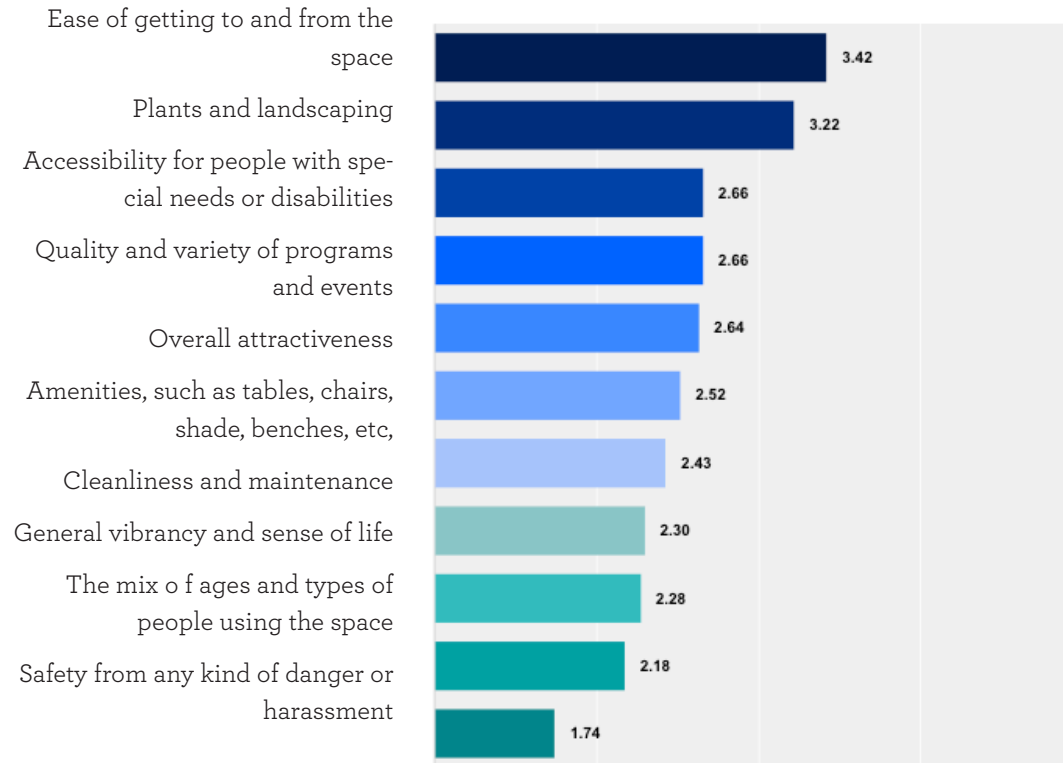
Answered: 1,731 Skipped: 196



Of the 817 comments, 35% focused on reducing the numbers of homeless, vagrants, and travelers. Around 19% expressed feeling unsafe, in danger or unwelcomed, and 11% complained about drugs. Others expressed concerns about behaviors encountered there: 5.4% panhandling, 5% harassment, 3% about dogs, 1.6% yelling, 1.5 % fighting and 1.5 % urination and defecation.

Q14 How satisfied are you with Broadway Plaza a.k.a. Kesey Square in the following areas?

Answered: 1,716 Skipped: 211



Of the 773 comments, 31% focused on reducing the numbers of homeless, vagrants, and travelers. Over 16% expressed feeling unsafe, in danger or unwelcomed. Others complained about behaviors encountered there: 9.4% panhandling, 8.3% harassment, 6.6% complained about drugs, 3.9% about dogs, 1.6% yelling, 1.2 % urination and defecation, and 0.8% fighting.

Q15: If you could change one thing about the following public spaces, what would it be? (1,512 responses)

Park Blocks

Around 70% of the responses focused on addressing the homeless, transients, and vagrants and their negative behaviors, or making the Park Blocks feel safer and more secure: “Remove the transients and panhandlers.” Of these, 43% mentioned the types of people, 26% mentioned behaviors (panhandling, drugs, loitering, dogs, harassment, camping, urinating) and 31% discussed feeling unsafe, insecure, uncomfortable and/or asked that laws to reduce these behaviors be enforced in the Park Blocks.

Words most frequently mentioned:



The most prevalent themes that arose out of peoples’ suggestions for the Park Blocks include:

1. Making the space feel safe and clean to attract more visitors
2. Expanding the Farmers and Saturday Markets
3. Calming, closing, and/or converting some of the surrounding streets to create shared space similar to Broadway and Willamette
4. Providing more amenities such as movable seating with a retractable cover, public art, and a play area for kids
5. Offering more programming like Night Markets, outdoor music, food kiosks, and lunchtime activities
6. Improving the landscape with resurfaced concrete, better planting displays, improved lighting
7. Activating the edges with ground floor retail spilling out and an improved street level connection to the park

Kesey Square

Over 63% of the responses focused on addressing the homeless, transients and vagrants and their negative behaviors, or making Kesey Square feel safer and more secure: “Remove the transients and panhandlers” Of these, 47% mentioned the types of people, 36% mentioned behaviors (panhandling, drugs, loitering, dogs, harassment, camping, urinating), and 17% discussed feeling unsafe, insecure, uncomfortable, and/or asked that laws to reduce these behaviors be enforced.

Words most frequently mentioned:

Public Police Presence Events Needs Safety
Tables and Chairs Space Benches Panhandling
Walls Seating Smoking Remove
Food Carts Homeless Street Rid Safe
Transients Square Loitering Laws
Travelers Trees Vagrants Allow People Places Clean

The most prevalent themes that arose out of peoples’ suggestions for Broadway Plaza aka Kesey Square include:

1. Making the space feel safe and clean to attract more visitors
2. Activating the blank brick walls with food service or retail
3. Adding a stage and a regular line-up of live music
4. Adding more greenery and plantings to soften the hard-scape
5. Adding additional café or bistro-style seating and tables
6. Erecting some sort of cover or retractable enclosure for shade/shelter
7. Adding lighting and an electronic events/programs board

Hult Center Plaza

Of the 1,186 responses, 23% focused on homelessness and vagrancy, and their associated negative behaviors. Many respondents focused on physical improvements (lighting, seating, a café or restaurant) and more events and performances.

Words most frequently mentioned:

Outdoor Think Parking Jacobs Gallery ~~Rid~~ ~~Remove~~
Place Benches Activities Panhandling
Seating Hult Center Space Vagrants
Events Loitering Public Street
Homeless Safer Art Improve Lighting Reason
Food Carts Tables and Chairs Nice Safety

The most prevalent themes that arose out of peoples' suggestions for the Hult Center public spaces include:

1. Making the space feel safe and clean to attract more visitors
2. Bringing back the Jacobs Gallery as an active retail or restaurant space
3. Improving visibility through the space with short- and long-term fixes
4. Reopening the pedestrian pathway as a shared street space
5. Marketing the space as a destination and providing everyday uses, as well as more events and performances
6. Unifying the pit, Hilton plaza, and the internment memorial garden as one space

Library Plaza

Of the 1,251 responses, 60% focused on homelessness and vagrancy, and their associated negative behaviors. A few respondents focused on physical improvements (lighting, tables and chairs, a cover to keep out of the rain), and more events and performances, especially music concerts and art exhibits.

Words most frequently mentioned:

Safe Problem Seating Food Carts Safety People Hanging
Vagrants Tables Remove Outside Rid
Street Loitering Police Homeless
Security Smoking Kids Panhandling
Bike Transients Clear Sidewalk Art Space
Friendly Enforce

The most prevalent themes that arose out of peoples' suggestions for the sidewalk plaza outside the Main Library include:

1. Making the space feel safe and clean to attract more visitors
2. Opening the café walls and adding action with tables and chairs for outdoor dining
3. Moving the bookstore and its racks outside for browsing
4. Adding kid-friendly elements like musical steps, games, or ice cream
5. Creating better separation from traffic and adding a "scramble" light

Q16: What improvements could be made to make Broadway Plaza a.k.a Kesey Square a more comfortable and attractive place to you? (1,409 responses)

| | | |
|---|-----|-----|
| More greenery and landscaping | 57% | 810 |
| Nighttime activities (such as movies, music performances, etc.) | 56% | 788 |
| Public art (murals, light installations, etc.) | 52% | 726 |
| More lighting | 51% | 715 |
| Covered space for protection from rain and sun | 48% | 680 |
| More food and beverage choices | 44% | 620 |
| Live-streamed events on public screen | 44% | 618 |
| Permanent, staffed public restrooms | 44% | 614 |
| More movable chairs & tables | 41% | 581 |
| Youth activities ex. open mic and slam poetry | 33% | 470 |
| Water feature | 31% | 439 |
| Community info board | 29% | 402 |
| Games, board games or chess | 28% | 397 |
| Sit-down restaurant | 27% | 384 |
| Beer garden | 25% | 355 |
| Outdoor reading room | 18% | 250 |

Comments:

Of the 685 comments regarding ways to improve Kesey Square, 76% mentioned the homeless and vagrant issues, and of these responses, 25% were about negative behaviors (with harassing, smoking, drugs, dogs and panhandling most frequently mentioned).

A few comments mentioned opening up the walls (1%) and 3% asked that a building be built there. Around 3% asked for a rain cover of some type, and 6% asked for family-friendly activities:

“Encourage redevelopment of adjacent buildings, with open, glassy restaurant spaces on ground floor opening out onto square with tables and chairs under retractable rain canopies. Program events in square to attract children and local residents and manage to discourage excessive presence of travelers.”

Q17: What improvements could be made to make the Park Blocks a more comfortable and attractive place to you?
(1,356 responses)

| | | |
|--|-----|-----|
| More lighting | 56% | 753 |
| Permanent, staffed public restrooms | 54% | 737 |
| Food and beverages kiosk | 51% | 692 |
| Nighttime activities (such as movies and music performances) | 51% | 685 |
| Public art | 48% | 657 |
| More group activities (yoga, sports, dance parties, etc.) | 48% | 646 |
| Food-related events, such as cooking, farm-to-table dinners, etc | 48% | 645 |
| Kids' playspace | 45% | 608 |
| More trash bins | 40% | 549 |
| Better landscaping | 40% | 546 |
| Carousel / other permanent, family-friendly activities | 40% | 537 |
| Interactive fountain | 33% | 453 |
| Movable chairs and tables | 33% | 441 |
| Live-streamed events on public screen | 32% | 429 |
| Games, such as board games or chess | 28% | 383 |
| Youth activities such as open mic and slam poetry | 28% | 383 |
| Community information board | 27% | 370 |

| | | |
|----------------------|-----|-----|
| Beer garden | 26% | 357 |
| Sit-down restaurant | 24% | 324 |
| Outdoor reading room | 19% | 252 |

Comments:

Of the 594 comments, 84% dealt with getting rid of homeless, drugs and negative behaviors. Of these, 47% of the comments focused on the types of people who are there—more than behaviors or feelings of insecurity.

Some talked about renovating the space and others wanted more active commercial uses in and around the parks, as well as events and programming:

"I don't believe it will ever be a safe, welcoming spot unless there is retail and food adjacent to the blocks."

"This could be a great place for a family-friendly downtown 'park.' Ensure still works for Saturday market. Consider ways to provide 'eyes' on the park. Eg., better connect to adjacent businesses. It may be worth integrating portions of the adjacent side streets into the design. They currently cut the park blocks off from activity."

"Question to ask ourselves: Why is it this space is not a destination for all of the downtown folks? We need something there, like food or entertainment, to attract a wider cross section of the population. Right now it functions mostly as a void that collects activities randomly, and those activities are often not very friendly-looking."

Q18: What improvements could be made to the area outside the Eugene Public Library to make it a more comfortable and attractive place? (1,049 responses)

| | | |
|--------------------------------------|-----|-----|
| Public art | 55% | 573 |
| More greenery and landscaping | 48% | 501 |
| Outdoor reading room | 46% | 479 |
| Community information board | 44% | 461 |
| More trash bins | 33% | 346 |
| Movable chairs and tables | 32% | 332 |
| Food and beverages kiosk | 31% | 330 |
| Games, such as board games and chess | 31% | 325 |

Comments:

Of the 538 comments regarding improvements to the Library Plaza, 75% were about homeless, travelers, and vagrants and their negative behaviors both inside and outside the library. Several people mentioned making the area more family and kid-friendly, with an outdoor reading room, board games, and play sculptures outside. Some mentioned opening the café to the outside with tables and chairs on the sidewalk.

“Maybe sort of a merging of the indoor cafe and the outdoor space? Buskers (musicians, jugglers, artists working, etc.)”

“I hope this discussion will include the City recognizing that the downtown library IS already Eugene’s homeless shelter and halfway house, every day, all day long. Can the City offer alternatives, so that the Library can be a library? Come by on a cold, rainy day; aside from the children’s area, 90% of the chairs have homeless men in them, some drunk, some sleeping, etc., from opening to closing, with arguments, garbage, eating, pets, etc”

Q19: What improvements could be made to the Rosa Parks Plaza at the LTD Downtown Station to make it a more comfortable and attractive place? (872 responses)

| | | |
|--------------------------------------|-----|-----|
| Public art | 55% | 573 |
| More greenery and landscaping | 48% | 501 |
| Outdoor reading room | 46% | 479 |
| Community information board | 44% | 461 |
| More trash bins | 33% | 346 |
| Movable chairs and tables | 32% | 332 |
| Food and beverages kiosk | 31% | 330 |
| Games, such as board games and chess | 31% | 325 |

Comments:

Of the 517 comments regarding improvements to the Library Plaza, 76% were about homeless, travelers and vagrants and their negative behaviors. Around 13% of the responses mentioned smoking as a serious issue and 5% said the area could be cleaner. There is a difference of opinion about the Reality Kitchen food cart. Some love it and others would like to see it go away.

“Don’t add stuff there. That corner is a small space that a lot of people need to move through. People who stand in crowds there are a problem because they get in the way of other people moving through. The new food cart there blocks traffic, is not needed, and is visually odd.”

“Enforce against loitering so it feels safer to take the city bus... especially during layover times. My teenage children like to use the bus as their main mode of transportation but have said they do not feel safe. My son has actually been offered drugs or

asked if he knows where to score some. He said he doesn't want to be associated with folks who participate in that lifestyle so he would rather stay away."

"More comfortable seating not necessarily movable. Something for teens to do. Monitored laptops on site? Free Comics kiosk? Something for them to do so I don't have to get through a crowd of them smoking and playing hacky sack on my way to the bus or EMX."

Q20: What improvements could be made to the area outside the Hult Center for the Performing Arts to make it a more comfortable and attractive place?

(1,127 responses)

| | | |
|--------------------------------------|-----|-----|
| More outdoor performances | 71% | 799 |
| Public art | 56% | 627 |
| Food and beverages kiosk | 51% | 575 |
| Movable chairs and tables | 43% | 481 |
| More greenery and landscaping | 38% | 427 |
| Community information board | 28% | 321 |
| More trash bins | 25% | 283 |
| Games, such as board games and chess | 24% | 271 |
| Outdoor reading room | 17% | 192 |

Comments:

Of the 382 comments regarding ways to improve Hult Center Plaza, 43.5% mentioned the homelessness and vagrancy issues, and of these responses, 40% were about feeling unsafe. The types of people and their negative behaviors were not as much

of a concern as the perception of danger.

Events are appreciated in this space and 13% of the responses asked for more arts and cultural programming.

Several comments mentioned opening up Willamette again (1.3%) and 3% asked that the sunken plaza be filled in. 2.6% asked for a rain cover of some type. Several responses were about trimming trees and hedges to improve visibility.

"Make it safe from panhandlers. My sister from out of town was accosted by an aggressive panhandler after the Symphony concert while she was walking to the front of the Hilton. The area was dimly lit and some of the shrubs and trees made it hard to see. It definitely put a damper on her visit!"

"Less cement, more features and design that are softer. It is very angular and hard. Board games and the performances fun in the summer, but the plaza is still not very inviting. It needs to be more "metro", less older design."

"I think it's maybe the best of the public spaces downtown right now, for attractiveness, openness & safety. Though yes, maybe the area to the right of the steps is underutilized.....so I'm all for adding outdoor concerts!"

Q21: What downtown events have you enjoyed?

(1,362 responses)

Respondents rated their favorite events and the clear winners were the Eugene Celebration and First Friday:

| | | |
|--------------------------|-----|-----|
| Eugene Celebration | 73% | 997 |
| First Friday | 71% | 964 |
| Sunday Streets | 49% | 668 |
| EUGfun Events | 31% | 417 |
| Light Up Downtown | 27% | 368 |
| Fiesta Cultural | 24% | 322 |
| pARTy on the Plaza | 22% | 297 |
| Movies on the Square | 20% | 267 |
| All Hallows Eugene | 16% | 221 |
| Duck Downtown | 12% | 158 |
| subUrban Projections | 8% | 107 |
| NOW Lunch Programs/Kesey | 5% | 66 |

Other comments and events:

LGBTQ Pride

Saturday Market and the Farmers Market

Hult Plaza summer music

Paint the Town Purple

Sasquatch Brewfest

Eugene Tech Crawl

Samba Ja shows

Moonlight Mash Bike Brigade

Eugene Opera

Bach Festival

Salon de Refuse'

State of the City addresses

Library events

Summer Soiree

Girls Rock

Holiday Party

"Eugene Celebration was wonderful until it became a commercialized exclusive event. Sunday Streets is a much better model for building community and inclusiveness."

"Won't go to any events until it's safe"

"Stopped going to events due to street harassment."

Q22: What events would you like to see more of in downtown Eugene and its public spaces? (819 responses)

| | |
|--------------------------------|-----|
| More music performances | 22% |
| Family and kid-friendly events | 18% |
| Visual art-related events | 16% |
| Return of Eugene Celebration | 14% |

Q23: What is your connection to downtown Eugene? (Please select all that apply) (1,581 responses)

| | |
|--|-----|
| I go to restaurants downtown | 76% |
| I live in Eugene | 74% |
| I go to the Sat. Market/Farmers Market | 73% |
| I attend cultural events downtown | 57% |
| I shop downtown | 42% |
| I work downtown | 33% |
| I go to bars downtown | 29% |
| I hang out downtown | 17% |

| | |
|--------------------------|-----|
| I live downtown | 5% |
| I never go downtown | 4% |
| I own property downtown | 2% |
| I attend school downtown | 2% |
| Other | 25% |

Common responses to “other”:

- I go to the library
- I go to meetings downtown
- I eat downtown
- I go to the Broadway Metro (movie theater)

Q24: How often do you go downtown? (1,580 responses)

| | |
|---------------------|-----|
| Every weekday | 24% |
| A few times a week | 21% |
| Weekly | 14% |
| A few times a month | 16% |
| Monthly | 7% |
| A few times a year | 9% |
| Almost never | 6% |
| I live downtown | 3% |

- 87% of survey respondents are in downtown at least once per month
- Only 6% almost never come downtown, despite vocalized concerns

Q25: What is your home zip code? (1,546 responses)

Top Ten Zip Codes

| | | |
|-----------|-------|-----|
| 1. 97405 | 32.4% | 501 |
| 2. 97401 | 17.9% | 277 |
| 3. 97402 | 14.2% | 219 |
| 4. 97404 | 8.6% | 133 |
| 5. 97403 | 5.82% | 90 |
| 6. 97408 | 4.53% | 70 |
| 7. 97477 | 4.33% | 67 |
| 8. 97478 | 3.36% | 52 |
| 9. 97448 | 1.23% | 19 |
| 10. 97487 | .84% | 13 |

Q26: What neighborhood do you live in? To find your neighborhood association, please see the neighborhood associations’ webpage. (1,336 responses)

| | |
|-------------------------------------|-------|
| Southeast Neighbors | 10.8% |
| Friendly Area Neighbors | 10.4% |
| Jefferson Westside Neighbors | 8.3% |
| Cal Young Neighborhood Assoc | 6.0% |
| Southwest Hills Neighborhood Assoc | 5.4% |
| Active Bethel Citizens | 5.0% |
| Harlow Neighbors Assoc | 4.6% |
| Churchill Area Neighbors | 4.4% |
| Santa Clara Community Org | 4.4% |
| River Road Community Org | 4.2% |
| Whiteaker Community Council | 3.7% |
| I don’t know | 3.5% |
| Fairmount Neighbors | 3.1% |
| Downtown Neighborhood Assoc | 2.7% |
| South University Neighborhood Assoc | 2.5% |

| | |
|-----------------------------------|-------|
| Far West Neighborhood Assoc | 2.3% |
| Amazon Neighbors | 2.1% |
| Northeast Neighbors | 1.7% |
| Good Pasture Island Neighbors | 1.5% |
| West Eugene Community Org | 1.2% |
| Laurel Hill Valley Citizens | 1.0% |
| Train Song Neighbors | 0.6% |
| West University Neighbors | 0.4% |
| Industrial Corridor Community Org | 0.0% |
| Other | 10.4% |

Top responses for “other”:

| | |
|------------------|------|
| 1. Springfield | 2.7% |
| 2. Thurston | 1.0% |
| 3. Hayden Bridge | 0.8% |
| 4. Cottage Grove | 0.4% |
| 5. Crest Drive | 0.4% |
| 6. Spencer Butte | 0.4% |
| 7. Coburg | 0.4% |

Q27: What is your age? (1,568 responses)

| | |
|-------|-----|
| <18 | 1% |
| 18-24 | 3% |
| 25-34 | 15% |
| 35-49 | 33% |
| 50-64 | 32% |
| 65+ | 17% |

The majority of respondents (65%) were between the ages of 35 and 64.

Q28: What is your gender? (1,502 responses)

| | |
|---------------|-----|
| Male | 34% |
| Female | 62% |
| Uncategorized | 4% |

Q29: What categories describe you? (Select as many as you like) (1,461 responses)

| | |
|-------------------------------------|-------|
| White | 94.5% |
| Hispanic, Latino, or Spanish origin | 6.0% |
| American Indian or Alaska Native | 3.6% |
| Asian or South Asian | 2.2% |
| Black or African American | 1.1% |
| Middle Eastern or North African | 1.1% |
| Native Hawaiian or Pacific Islander | 1.0% |

Q30: What is your annual income? (1,401 responses)

| | |
|-------------------|-------|
| \$0-25K | 11.9% |
| \$25,000-\$49,999 | 22.5% |
| \$50,000-\$74,999 | 26.1% |
| \$75,000-\$99,999 | 17.5% |
| \$100,000+ | 21.9% |

Q31: What individuals or organizations should we reach out to for ideas, or to help program or improve the downtown public spaces? (878 responses)

| | |
|-------------------------------|-------|
| Eugene Police Department | 17.8% |
| University of Oregon | 13.4% |
| Merchants and business owners | 12.6% |

| | |
|-------------------------------|-------|
| Arts organizations | 10.5% |
| Homeless organizations | 8.0% |
| Social services | 4.9% |
| Youth and youth organizations | 4.1% |
| Saturday Market | 3.8% |
| Farmers Market | 2.7% |
| Cahoots | 2.7% |

33.4% of respondents mentioned an organization that had to do with either the homeless (e.g. Cahoots) or with enforcing laws to control negative behaviors in the downtown (the police department).

Q32: Any last ideas or comments to help us make the downtown public spaces more safe, vibrant and welcoming?
(955 responses)

Half of the comments pertained to negative behaviors and/or enforcing laws to prevent them. Approximately 46.5% mentioned problems with homeless people, vagrants and travelers. Examples of comments:

“Thanks for doing this. I grew up in Eugene and remember when downtown was a complete dump, it really was. It feels like people actually care now, and this attention is greatly appreciated.”

“We can’t “hug out” the behavior problems in downtown. There needs to be a minimum expectation of behavior and some city ordinances that prohibit many of the negative behaviors downtown. Until this happens, it doesn’t matter how many places you make, no one will come.”

“Holding dances of all kinds like a different kind each month

(or more pow wow type dances) they are positive, inclusive and creative for all ages. (Better than concerts where audiences expected to just listen)”

Q33: Do you want to receive progress updates on the Eugene Places for People initiative? Please type your email address below or write us at placesforpeople@ci.eugene.or.us

STAKEHOLDER LIST

PPS conducted interviews and focus groups with the following organizations and individuals (partial list):

CITY OF EUGENE

Mayor Kitty Piercy
City Manager: Jon Ruiz
City Attorney: Kathryn Brotherton
Community Development: Nan Laurence
Cultural Services: Tomi Anderson, Colette Ramirez-Maddock and Sarah-Kate Sharkey
Eugene Police Department: Chief Pete Kerns and Sargent Julie Smith
Eugene Springfield Fire Department: Chief Joe Zaludek
Facilities Management: Jeff Perry and Zachary Ralston
Hult Center: Theresa Sizemore
Library, Recreation, Cultural Services: Renee Grube
Library: Connie Bennett, LaVena Nohrenberg
Municipal Court: Judge Wayne Allen and Cheryl Stone
Parking: Jeff Petry
Planning and Development: Denny Braud, Laura Hammond
Planning: Will Dowdy and Eric Brown
Public Works, Transportation Planning: Lindsay Selser, Rob Inerfeld
Public Works, Parks: Emily Proudfoot and Carolyn Burke

CONSULTANT'S ADVISORY GROUP

Chamber of Commerce, Director of Business Advocacy: Brittany Quick-Warner
Downtown Eugene Inc.: Sue Prichard
Downtown Neighborhood Association, Chair: Pete Knox
Evans, Elder & Brown, Commercial Real Estate Broker: John Brown
Lane Community College, Director of Business Advocacy: Brett Rowlett
Lane County Farmers Market, Market Director: Angela Norman
No Shame Eugene: Jeff Geiger
Pivot Architecture: Scott Clarke and Katie Hall

Saturday Market, Manager: Kimberly Cullen
Technology Assoc. of Oregon, Director of S. Willamette Valley: Matt Sayre
The Barn Light, Owner/Operator: Thomas Pettus-Czar
Travel Lane County, Executive Director: Kari Westlund
University of Oregon Product Design, Program Director: Kiersten Muenchinger

LANE COUNTY

Lane County Commissioner: Pat Farr
Lane County: Greg Rikhoff and Brian Craner

UNIVERSITY OF OREGON

Baker Center: Sandra Gladney
Director of Intergovernmental Relations: Karen Hyatt
University of Oregon Department of Product Design, Program Director: Kiersten Muenchinger

LANE COUNTY COMMUNITY COLLEGE

Director of Government & Community Relations: Brett Rowlett
Int. Dean of Extended Learning: Lida Herburger
Lisa Benson

LANE COUNTY TRANSIT DISTRICT

Kelly Hoell
Roland Hoskins
Therese Lang
Joe McCormack
Tom Schwetz

LOCAL ORGANIZATIONS

Downtown Eugene Inc.: Sarah Bennett
Downtown Eugene Red Hats: Steve Scarborough
Downtown Neighborhood Association: Pete Knox

Chamber of Commerce, Director of Business Advocacy:
Dave Hauser & Brittany Quick-Warner
Lane Council of Governments: Brenda Wilson
Food for Lane County: Beverly Potter
Travel Lane County, Executive Director: Kari Westlund,
Natalie Inouye

DOWNTOWN/EUGENE MERCHANTS AND BUSINESSES

Gilt and Gossamer: Melissa Achten
Heritage Dry Goods: Nicole Desch
Hilton: Julie Saul
Inn at the 5th: Jenny Nelson
La Perla, Beppe & Gianni: John Barofsky
Northwest Persian Rugs and Imports, Forouz: Ali Emami
PBP Insurance: Darby Giannone
Shoeaholic: Priyamon Makyadath
The Barn Light, Owner/Operator: Thomas Pettus-Czar
Urban Tea: Brenda Stebbes

DESIGN AND DEVELOPMENT PROFESSIONALS

Bennett Management: Sarah Bennett
Evans, Elder & Brown, Commercial Real Estate, Broker: John Brown
Oveissi & Co.: Kaz Oveissi
Pivot Architecture: Katie Hall & Scott Clarke
Rowell Brokaw Architecture: John Rowell
UO/Architect: Otto Poticha

CULTURAL ORGANIZATIONS

HiFi Music Hall: Danny Kime
ArtCity Eugene: Charly Swing
Oregon Contemporary Theater: Craig Willis

SOCIAL SERVICE PROVIDERS

Eugene Mission, Executive Director: Jack Tripp
Lynne Home Center: Keith Heath
Saint Vincent dePaul: Terry McDonald
White Bird Clinic/ Cahoots Program: Norman Riddle

ADVOCATES FOR COMMUNITIES OF COLOR

Beyond Toxics: Joel Iboa
NAACP: Eric Richardson
Summer Morgenstern

ADVOCATES FOR THE DISABLED COMMUNITY

Lane Independent Living Alliance: Eugene Organ

TECHNOLOGY ORGANIZATIONS AND BUSINESSES

Iris Educational Media: Adam Wendt
Technology Association of Oregon, Director of South Willamette
Valley: Matt Sayre
RAIN: Joe Maruschek and Caroline Cummings
Concentric Sky: Cale Bruckner

SATURDAY MARKET

Market Manager, Kimberly Cullen
Alan Pointer
Alex E Lanham
Diane McWhorter
Paulette Richards
Kelly Durian
Willy Gibboney
Ritta Dreier
Kim Still

FARMERS MARKET

Lane County Farmers Mkt. Manager, Angela Norman

RIVERFRONT STAKEHOLDERS

COE Planning: Will Dowdy

COE Community Development: Mike Kinnison,
Nan Laurence

COE Parks: Craig Carnagey, Emily Proudfoot,
Carolyn Burke

COE Recreation: Craig Smith

COE Transportation: Rob Inerfeld

EWEB (utility): Suzanne Adkins

EWEB Child Development Center: Valerie Whelan

UO Campus Planning: Emily Eng

NWCU: John Iglesias, Rex Fox and Aaron Beldner

G Group Development: David Davini

deChase Miksis Development: Mark Miksis

Williams and Dame Development: Matt Brown

3 Muses Development: Jeff Wilson-Charles

Speranza Architecture + Urban Design: Philip Speranza,
Deni Ruggeri

